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ABSTRACT

Designed to be integrated into a competency-based distributive education program, these competitive DECA (Distributive Education Clubs of America) events were developed, utilized, and evaluated by distributive education and cooperative education coordinators in Arkansas. These events are organized under the following occupational categories: food service; apparel and accessories; general merchanise; and food marketing. They are further divided into instructional areas under each occupational category. The instructional areas covered include selling, display, human relations, communication, mathematics, produce and service technology, advertising, management, operations, and merchandising. Competencies to be tested, objectives, and a brief description are provided for each event, along with instruction sheets for staff, students, customers, and judges. A final evaluation sheet is also included. (EM)

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ED176001

COMPETENCY BASED COMPETITIVE EVENTS

Integrating DECA Into The DE Instructional Program

EPDA Project In Vocational Education

"Personnel Development in Competency Based Instruction and Events"

Co-Directors:
Ms. Glenna Cosgrove
Dr. Harold W. Moore

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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Arkansas Department of Education
Division of Vocational, Technical, and Adult Education
Little Rock, Arkansas 72201

In Cooperation With

University of Arkansas
Fayetteville, Arkansas 72701

August, 1978

CE 017691

FOREWORD

This publication is the result of a year long cooperative effort on the part of many individuals. It has been an attempt to upgrade the instructional programs by developing further knowledge and skills of teacher coordinators in integrating DECA activities into the competency based instruction program.

Distributive Education teacher coordinators and selected General Cooperative Education teacher coordinators have developed, utilized, and evaluated, each of the events contained in this publication. This is an excellent introduction for those teacher coordinators interested in writing events and upgrading their instructional programs.

The conceptualization, planning, and execution of the project that culminated in this instructional publication were provided through the cooperation of individuals from numerous public and private organizations. Special recognition needs to be given to Dr. Jack Nichols, Director, Research Coordination Unit, Arkansas Department of Education; Mr. James A. Miller, State Supervisor, General Cooperative Education, Arkansas Department of Education; and Dr. Don Bradley III, Teacher Educator, Distributive Education, Western Kentucky University, Bowling Green, for their cooperative advice and support throughout the project.

Co-Directors:

Ms. Glenna Cosgrove, State Supervisor
Distributive Education
State Department of Education

Dr. Harold W. Moore, Professor
Distributive Education
University of Arkansas

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OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

NAME OF WRITER: Fred Flesher
COMPLETE SCHOOL NAME: Morrilton High School
ADDRESS OF SCHOOL: 701 East Harding
CITY, STATE, ZIP: Morrilton, AR 72110
PHONE NUMBER: 501-345-2058
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

COMPETENCIES TO BE TESTED:

Knowledge of the customer approaches such as greeting, merchandise, and service which may be used in opening a sale.

Ability to determine the correct change and count it back to a customer during a cash sale according to company procedures.

Ability to efficiently handle a cash sale transaction.

Ability to tactfully handle difficult customers.

Skill in properly writing out sales checks.

Skill in opening a sales conversation with a suitable statement or remark.

Skill in showing a genuine interest in the customer's problem.

Skill in demonstrating when and how to close a sale.

Skill in closing a sale with a statement appropriate to the occasion.

OBJECTIVES OF THIS EVENT:

The participant will demonstrate the ability to perform the selling duties of a waiter or waitress in a fast-food restaurant.

BRIEF DESCRIPTION OF EVENT:

In a role-playing situation on location in a fast-food restaurant the participant will be employed as a front-line sales clerk. The store will be introducing a new product never before carried and the employee has been instructed to suggest the item to all customers.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

EVENT ITSELF

In a role-playing situation on location in a fast-food restaurant, the participant will be employed as a front-line sales clerk.

The store will be introducing a new product never before carried and the employees have been instructed to suggest this item to all customers.

The participant is responsible for properly greeting the customer, taking the customer's order, suggesting the special, filling the order, figuring the sales check, receiving payment for the order, returning change, and closing the sale.

One of the main items on the store menu is discontinued and the participant must acknowledge this to the customer.

The event will be evaluated based on the participant's demonstration of his knowledge of the selling skills necessary in performing this activity.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

DECA STAFF INSTRUCTIONS

Administrative Suggestions

1. The event should take place on location in a fast-food restaurant.

2. The participant should have the opportunity to briefly review the menu to become familiar with the items offered by the store. This should be done at the conclusion of the briefing session which is held immediately before the competion begins.

3. Time Frames:
   a. Judge and customer briefing 15 minutes before the participant briefing session.
   b. Participant briefing --- 10 minutes.
   c. Competition -- 10 minutes.
   d. Scoring will be done during the competion, but judges will not total points.

4. Procedure during judge and customer briefing session:
   a. The event chairman should explain the objectives of the event.
   b. Brief description of what the participants will be doing during the event.
   c. Roles of judges and customer (instruction sheets).
   d. Time frames for the event
   e. Discussion of the evaluation sheet

5. Procedure to follow during participant briefing
   a. Explain the student instruction sheet.
   b. Assign times to participants to report for competition.

Facilities, Equipment and/or Materials Needed

1. Location - The event should be held on location in a fast-food restaurant.
2. Period Rosters-- 20 minutes; students should be scheduled every 10 minutes (one student will be competing while another is in a briefing session.)
3. Supplies - the following supplies need to be provided: a complete menu of the store, play money, money drawer, sales checks, judge's, customer's and student's info sheet, evaluation sheets, pencils/pens, student label pens.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

DECA STAFF INSTRUCTIONS CONTINUED

Personnel Needed

Judge

Customer

Event Assistant

Advance Direction Sent to the Participants

None

Minimum Level of Acceptance Performance for Event

50 points out of a possible 85

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

STUDENT INSTRUCTION SHEET

Objectives:

The participant will demonstrate his/her ability to effectively perform the selling functions of a master employee at a fast-food restaurant.

Procedures

The participant is employed at a fast-food restaurant as a front-line sales clerk. The restaurant is introducing a new product (to be determined on location.) You are responsible for taking the customer's order (of which one major item is "out",) filling the order, figuring the sales check, receiving payment on the order, closing the sale, and performing any other selling skills necessary in this selling situation.

Materials Needed

All materials will be provided on location

Additional Comments

Evaluation will be based on your knowledge of the selling skills necessary in performing this activity.

You will have an opportunity to review the store menu during your briefing session.

Briefing Time; 15 minutes
Competition: 10 minutes

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

Customer Instruction Sheet

You are to approach the counter and place your order from the menu provided. Pay for your order, receive your change, then leave.

AA8a

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

JUDGE'S INSTRUCTION SHEET

Competencies

Knowledge of the customer approaches such as greeting, merchandise, and service which may be used in opening the sale

Ability to determine the correct change and count it back to a customer during a cash sale according to company procedure

Ability to efficiently handle a cash sale transaction

Ability to tactfully handle difficult customers

Skill in opening a sales conversation with a suitable statement or remark

Objectives

The participant will demonstrate the ability to perform the selling functions of a waiter or waitress in a fast-food restaurant.

Directions/Procedures/Judge's Role

The participant is employed at a fast-food restaurant as a front-line sales clerk. The restaurant is having to introduce a new product.

The participant is responsible for taking the customer's order, suggesting the new product, filling out the order, returning the sales check, receiving the payment for the order, returning change, and closing the sale. One of the ordered items is being discontinued.

Each participant is rated individually according to the criteria on the evaluation sheet. You are to select the item from the menu that is being discontinued, These items will be the same for all.

Minimum Level of Acceptable Performance for Event

50 points out of a possible 85

Student I.D.#______________

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

EVALUATION SHEET

DIRECTIONS:

1. Write the number of the Rating Sheet
2. Circle one (1) number in each category.
3. Judges should not total the score for the participant.
4. Tie-Breaker: Use Section 6, 3, 1 in case of a tie

When the participant made his/her presentation, did he/she	POOR	FAIR	GOOD	EXCELLENT
1. Approach the customer properly?	0-1-2	3-5-7	8-10-12	13-14-15
2. Demonstrate the customer proper skill in writing a sales check?	0-1-2	3-4-5	6-7-8	9-10
3. Demonstrate ability to determine the correct change and count it back to a customer during a cash sale?	0-1-2	3-4-5	8-10-12	13-14-15
4. Exhibit skill in showing a genuine interest in the customer?	0-1-2	3-4-5	6-7-8-	9-10
5. Exhibit skill in determining when and how to close a sale?	0-1-2	3-5-7	8-10-12	13-14-15
6. Use suggestion selling effectively?	0-1-2	3-5-7	10-12-14	16-18-20

Total Possible Points______________ Total______________

OCCUPATIONAL CATEGORY: Food Services
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

NAME OF WRITER: Jim McMurry
COMPLETE SCHOOL NAME: Northeast High School
ADDRESS OF SCHOOL: 3600 Jacksonville Boulevard
CITY, STATE, ZIP: North Little Rock, Arkansas 72116
PHONE NUMBER: 501-753-5503
YEAR DEVELOPED: 1977

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

COMPETENCIES TO BE TESTED:

Knowledge of the customer approaches such as greeting, merchandise, and service which may be used in opening a sale.

Ability to determine the correct change and count it back to a customer during a cash sale according to company procedures.

Ability to efficiently handle a cash sale transaction.

Ability to tactfully handle difficult customers.

Skill in properly writing out sales checks.

Skill in opening a sales conversation with a suitable statement or remark.

Skill in showing a genuine interest in the customer's problem.

Skill in demonstrating when and how to close a sale.

Skill in closing a sale with a statement appropriate to the occasion.

Attitude that customers should be approached promptly and not be kept waiting.

Attitude that suggestion selling is a service to the customer and also personal satisfaction for money spent.

Attitude that the restaurant sale is more than just an exchange of money for food--it is selling service and satisfaction as well as food.

Attitude that the goodwill of the customer is based on his confidence in the quality of the food and his appreciation of the excellence of the service.

Attitude that if necessary food items become "out" or in short supply, it must be reported immediately.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

OBJECTIVES OF THIS EVENT:

The participant will demonstrate the ability to perform the selling duties of a front-line clerk in a fast-food restaurant.

BRIEF DESCRIPTION OF EVENT:

In a role-playing situation on location in a fast-food restaurant, the participant will be employed as a front-line sales clerk.

The store will be running a special item and the employees have been instructed to suggest the special item to all customers.

The participant is responsible for properly greeting the customer, taking the customer's order, suggesting the special, filling the order, figuring the sales check, receiving payment for the order, returning change, and closing the sale.

One of the main items on the store menu is "out" and the participant must acknowledge this to the customer.

The event will be evaluated based on the participant's demonstrated knowledge of the selling skills necessary in performing this activity.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

1. The event should take place on location in a fast-food restaurant.

2. The participants should have the opportunity to briefly review the menu to become familiar with the items offered by the store. This could be done at the conclusion of the briefing session which is held immediately before the competition begins.

3. Time Frames:
   (a) Judge and customer briefing 15 minutes before the participant briefing session.
   (b) Participant briefing--10 minutes.
   (c) Competition--10 minutes.
   (d) Scoring will be done during the competition, but judges will not total points.

4. Procedure during judge and customer briefing session:
   (a) The event chairman should explain the objectives of the event.
   (b) Brief description of what the participants will be doing during the event.
   (c) Roles of judges and customer (instruction sheets)
   (d) Time frames for the event.
   (e) Discussion of the evaluation sheet.

5. Procedure to follow during participant briefing:
   (a) Explain the student instruction sheet.
   (b) Assign times to participants to report for competition.

Facilities, Equipment, and/or Materials Needed:

1. Location - The event should be held on location in a fast-food restaurant.

2. Period Rosters - 20 minutes; students should be scheduled every 10 minutes (one student will be competing while another is in a second briefing session).

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

DECA STAFF INSTRUCTIONS CONT'D

Facilities, Equipment, and/or Materials Needed (continued)

3. Supplies - The following supplies need to be provided:
   (a) a complete menu of the store.
   (b) play money.
   (c) money drawer.
   (d) sales checks.
   (e) judges',customer's, and student information sheets.
   (f) evaluation sheets.
   (g) pencils/pens.
   (h) student lapel labels.

Personnel Needed:

1 Event Chairperson

2 Adult Assistants

1 Customer

3 Judges

Advance Directions to Send to Students:

None

Minimum Level of Acceptable Performance for Event:

65%

Additional Comments:

None

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

STUDENT INSTRUCTION SHEET

Objectives:

The participant will demonstrate his/her ability to effectively perform the selling functions of a master employee at a fast-food restaurant.

Procedures:

The participant is employed at a fast-food restaurant as a front-line sales clerk. The restaurant is running a special (to be determined on location). You are responsible for taking the customer's order (of which one major item is "out"), filling the order, figuring the sales check, receiving payment on the order, closing the sale, and performing any other selling skills necessary in this selling situation.

Materials Needed:

All materials will be provided on location.

Additional Comments:

Evaluation will be based on your knowledge of the selling skills necessary in performing this activity.

You will have an opportunity to review the store menu during your briefing session.

Briefing Time: 15 minutes
Competition: 10 minutes

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

CUSTOMER INSTRUCTION SHEET

You will role play as a customer of a fast-food restaurant. You will place an order with the sales employee of the restaurant. This order will be predetermined for you on location of this event. One of the items you will order will be "out". The sales person will then react to your order and suggest another item from the menu.

Once the order is final you will pay the sales clerk. He/She will take your payment and return the change to you.

OCCUPATIONAL CATEGORY: Food Services

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

JUDGES INSTRUCTION SHEET

Competencies

Knowledge of the customer approaches such as greeting, merchandise, and service which may be used in opening a sale.

Ability to determine the correct change and count it back to a customer during a cash sale according to company procedures.

Ability to efficiently handle a cash sale transaction.

Ability to tactfully handle difficult customer.

Skill in properly writing out sales checks.

Skill in opening a sales conversation with a suitable statement or remark.

Skill in showing a genuine interest in the customer's problem.

Skill in closing a sale with statement appropriate to the occasion.

Skill in demonstrating when and how to close a sale.

Attitude that customers should be approached promptly and not be kept waiting.

Attitude that suggestion selling is a service to the customer and also personal satisfaction for money spent.

Attitude that the restaurant sale is more than just an exchange of money for food--it is selling service and satisfaction as well as food.

Attitude that the goodwill of the customer is based on his confidence in the quality of the food and his appreciation of the excellence of the service.

Attitude that a necessary food item that is "out" or in short supply must be reported immediately.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

JUDGES INSTRUCTION SHEET

Objectives of the Event

The participant will demonstrate the ability to perform the selling functions of a front-line sales clerk in a fast-food restaurant.

Directions/Procedures/Judges Role:

The participant is employed at a fast-food restaurant as a front-line sales clerk. The restaurant is having a special (to be determined on location).

The participant is responsible for taking the customer's order, suggesting the special, filling the order, figuring the sales check, receiving the payment for the order, returning change, and closing the sale. One of the items ordered is "out" and must so be reported by the participant.

The participant will be allowed 10 minutes before competing to examine the store menu and become familiar with it. Then, each participant will perform a 10-minute sales demonstration. Each participant is rated individually according to the criteria on the evaluation sheet.

Minimum Level of Acceptable Performance for Event:

65%

AA10b

Student I.D.#______________

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

EVALUATION SHEET

DIRECTIONS
(1) Write the number of the student on the evaluation sheet.
(2) Circle one [1] number in each category.
(3) Judges should not total the score for the participant.
(4) Tie-breaker: Use Section 8, then 6, 3, 7, in case of tie.

When the participant made his/her presentation, did he/ she	POOR	FAIR	GOOD	EXCELLENT
1. Approach the customer properly?	0-1-2	3-4-5	6-7-8	9-10
2. Demonstrate skill in properly writing a sales check?	0-1-2	3-4-5	6-7-8	9-10
3. Demonstrate ability to determine the correct change and count it back to a customer during a cash sale?	0-1-2	3-5-7	8-10-12	13-14-15
4. Exhibit skill in showing a genuine interest in the customer?	0-1-2	3-4-5	6-7-8	9-10
5. Exhibit skill in determining when and how to close a sale?	0-1-2	3-5-7	8-10-12	13-14-15
6. Use suggestion selling effectively?	0-1-2	3-5-7	10-12-14	16-18-20
7. Demonstrate knowledge that any necessary food items are "out" must be reported?	0-1-2	3-5-7	8-10-12	13-14-15
8. JUDGES'S DISCRETIONARY SCORE	(0, 1, 2, 3, 4, 5)			

TOTAL POSSIBLE POINTS-95

TOTAL ____________

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

NAME OF WRITER: F.E. Roomsburg

COMPLETE SCHOOL NAME: Harrison High School

ADDRESS OF SCHOOL: Goblin Avenue

CITY, STATE, ZIP: Harrison, Arkansas 72601

PHONE NUMBER: 501-741-8223

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Human Relations

COMPETENCIES TO BE TESTED:

1. Skill in maintaining an objective point of view in a problem situation.
2. Skill in opening the conference and putting employee in a frame of mind to accept constructive criticism.
3. Skill in maintaining an attitude of constructive criticism.
4. Skill in exercising self control in a trying situation.
5. Skill in understanding and effectively handling a difficult employee.
6. Skill in solving the immediate problem.

OBJECTIVES OF THIS EVENT:

The contestant will have a conference with a problem employee and make her realize that she has problems that must be corrected if she wants to remain as an employee of the business. The interview will be conducted in a manner that will make the employee recognize that she is creating problems that must be corrected and at the same time make her feel that the business appreciates the fine manner in which she carries out her other duties. If the interview is successful the business will have an excellent employee.

BRIEF DESCRIPTION OF EVENT:

The contestant will be told that he or she is assistant manager and supervisor of personnel for the Steak House Inn. The contestant will be given a human relations situation and will be judged on his/her ability to handle the situation.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

EVENT ITSELF

The contestant will be told that he or she is assistant manager and supervisor of personnel for the Steak House Inn. The contestant will also be told that one of the waitresses does a much better job than her co-workers in most areas of her job. She always suggests additional items to her customers and is very successful in making additional sales. She greets her customers with a big smile and is courteous, thoughtful, and considerate of their needs. In general she does a tremendous job of performing her duties and creating good will for the business. She knows that she excels in her work and takes advantage of the situation because she feels that the store would not want to lose her. She frequently comes in 10 minutes late and extends her coffee breaks from the 15 minutes allowed to 20 to 25 minutes. She also has a superior attitude and tends to be bossy with other employees. The situation became so bad yesterday on the assistant manager's day off that the other employees complained to the manager. The manager tells the assistant manager in charge of personnel to have a conference with her and correct the situation before it breaks down the morale of the other employees. The manager says to handle the situation in a way that will correct the problem and the employee will want to continue working for the business. He emphasizes that the problem must be corrected even if she quits but she would be a valuable employee if the problem can be corrected. He hands the assistant manager an evaluation of her work to be used in the conference.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Brief contestants as a group and answer all questions thoroughly. The contestant will be given the case problem and employee evaluation report five minutes before they are to perform. The contestant will be limited to 15 minutes for the employee conference and writing comments and recommendations. Upon completion of the conference the contestant will write comments or recommendations concerning the employee on the evaluation form. The judges will have three minutes to complete their evaluation of the contestant's performance. A total of 18 minutes will be allowed for performance and evaluation of each contestant. Prior to the actual competition, a run through the event should be conducted so that all judges will understand the evaluation procedure. A judge or assistant will time each contestant. When 10 minutes have elapsed the timer will hold up a hand as a signal to the contestant that five minutes are left to complete the interview and write their comments and recommendations.

Facilities, Equipment, and/or Materials Needed:

Pens or Pencils
Waiting room, Office or Conference Room, Desk or Table, and Chairs
Case problem and employee evaluation forms
Stopwatch for timer
Instruction sheets for judges, contestants' evaluation forms, roster of contestants.

Personnel Needed:

1 Chairperson
2 Assistants (One to brief and escort contestants to contest area and one to serve as a timer)
3 Judges

Advance Directions Sent to Students:

None

Minimum Level of Acceptable Performance for Event:

60%

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

STUDENT INSTRUCTION SHEET

Objectives

You will be given a situation dealing with the food service business. You will demonstrate your skill in human relations by your ability to handle the problem and correct the situation.

Procedures

You will be given five minutes to read the case problem and develop your thoughts. You will then be escorted to the area where you will hold your conference. The employee has been told to come to your office for a conference. She will be waiting. You will greet her and tell her to be seated. You will be judged on the manner in which you present the problem to the employee, the manner in which you handle the conference as you present your constructive criticism of the employee, and your ability to reach an effective solution of the problem (You will not discuss procedure with the judges)

Materials Needed:

None

Additional Comments:

Case Problem: To be given to contestant five minutes before competition.

You are assistant manager and supervisor of personnel for the Steak House Inn. You have a waitress who does a much better job than her co-workers in most areas of her job. She always suggests additional items to her customers and is very successful in making additional sales. She greets her customers with a big smile and is courteous, thoughtful, and considerate of their needs. In general she does a tremendous job of performing her duties and creating good will for the business. She knows that she excels in her work and takes advantage of the situation because she feels that the business would not want to lose her. She frequently comes in 10 minutes late and extends her coffee breaks from the 15 minutes allowed to 20 to 25 minutes. She has a superior attitude and tends to be bossy with other

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

STUDENT INSTRUCTION SHEET CONT'D

employees. The situation became so bad yesterday on your day off that the other employees complained to the manager. The manager has told you to have a conference with her and correct the situation before it breaks down the morale of the other employees. He says to handle the situation in a way that will correct the situation and retain the person as an employee of the business. He emphasizes that the problem must be corrected even if she quits but that she would be a definite asset to the business if the problem can be corrected. He hands you an evaluation of this person's work to be used in your conference.

You will have 15 minutes to complete your interview and write up comments and recommendations on the employee evaluation form. One of the people conducting the contest will signal you when 10 minutes have expired by holding up a hand. You will be penalized five points for each minute you exceed the 15 minutes allowed. This will be deducted from total points scored.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

JUDGES' INSTRUCTION SHEET

Competencies:

Skill in maintaining an objective point of view in a problem situation.

Skill in opening the conference for putting employee in a frame of mind to accept constructive criticism.

Skill in maintaining an attitude of constructive criticism

Skill in exercising self control in a trying situation.

Skill in understanding and effectively handling a difficult employee.

Skill in solving the immediate problem.

Objectives of the Event:

Student will have a conference with a problem employee and make her realize that she has problems that must be corrected if she wants to continue as an employee of the business. The interview will be conducted in a manner that will make the employee realize that she is creating problems that must be corrected and at the same time make her feel that the business appreciates the fine manner in which she carries out her other duties. If the interview is successful the business will have an excellent employee.

Directions/Procedures/Judge's Role:

Contestant will be escorted to the contest area by an assistant. Contestant will greet problem employee and tell her her to be seated. The contestant will open the interview and discuss the problem with the employee and try to correct the problem and retain the employee.

The enclosed evaluation form will be used to determine the contestant's score. Contestants will be timed. They will be allowed 15 minutes to complete the interview and write up any recommendations or comments on the employee evaluation form. The timer will hold up a hand at the end of 10 minutes as a signal to the contestant that they have five minutes remaining to complete the interview and evaluation form. The timer will call time at the end of 15 minutes if the contestant has not finished. Five points will

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

JUDGE'S INSTRUCTION SHEET CONT'D

will be deducted from the total score for each minute the contestant uses over the alloted 15 minutes. Contestants scoring the most points out of the 100 possible will be declared the winner. In case of a tie the comments or recommendations made by the contestant will determine the winner. Points scored will be determined by averaging scores of the three judges.

Minimum Level of Acceptable Performance:

60%

AB9

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

EVALUATION SHEET

EMPLOYEE EVALUATION REPORT

STEAK HOUSE INN

PROMPTNESS	F	Occasionally 10 minutes late-extends breaks 5 to 10 min.
PERSONAL APPEARANCE	E	
PRODUCTION	E	
INITIATIVE	E	
ENTHUSIASM	E	
SERVING CUSTOMERS	E	Better than excellent
LOYALTY	E	
RELIABILITY	E	
ACCURACY	E	
RESPONSIBILITY	E	
SELF CONTROL	F	
POPULARITY	F	Excellent with customer-Poor with co-workers

E Excellent G Good F Fair P Poor

Comments or Recommendations: J.J. Jones, Mgr.

Student I.D.#______________

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Human Relations

JUDGE'S RATING SHEET

Instructions

Enter the number of points contestant is awarded for skill shown.

SKILLS	Possible Points	Points Scored
Skill in opening conference and putting employee in a positive frame of mind to accept constructive criticism.		
Skill in understanding and effectively handling a difficult employee.		
Skill in exercising self control in a trying situation.		
Skill in maintaining an objective view in a problem situation.		
Skill in solving the immediate problem.		
Total points scored		
Less penalty points		
Final score		

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

NAME OF WRITER: Troy Bedwell

COMPLETE SCHOOL NAME: Southside High School

ADDRESS OF SCHOOL: 4100 South Gary

CITY, STATE, ZIP: Fort Smith, Arkansas 72903

PHONE NUMBER: 501-646-7371

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

COMPETENCIES TO BE TESTED

Understanding that since interpretations placed on the spoken word vary with different people, one must be careful to speak so that correct interpretation can be made by individual listeners.

Development of an awareness that certain thoughtlessly used terms or words can be misinterpreted by the listener.

Knowledge of how to address other people in a business-like manner whether they are customers, fellow employees, supervisors or management.

Skill in communicating effectively with customers, coworkers and supervisors.

Skill in listening to and following directions.

Development of a belief that communication must be a two-way process between management and employees.

OBJECTIVES OF THIS EVENT

To give the student an opportunity to demonstrate his communication skills in an awkward situation.

BRIEF DESCRIPTION OF EVENT

The student in this event had a casual discussion with his employer before the end of the school year regarding summer work. The employer indicated the student could work as much as he wanted to during the summer. The first week of summer work is about to begin and the employer tells the student to continue his regular work schedule. This only gives the student approximately 20 hours per week. The student feels he wants and needs to work 40 hours per week. His problem then, is to attempt to secure the extra hours.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

EVENT ITSELF

This event consists of role playing between the student and his employer. The conference concerns the hours that the student will be able to work during the summer. A misunderstanding has developed, and the student is to be evaluated on his/her skills in communicating his/her problem to his/her employer.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event is to be staged in a simulated stock room of Jacob's Restaurant. Mr. Jacob is working in the stock room checking in an order when the student approaches him with his/her problem.

Time Frame: 5 minutes - student studies case problem
3 minutes - competition
2 minutes - judge's evaluation time

Posted on the door of the room where this event will be held will be a list of the participants, their student identification number and the time they are to report for the event.

Based on 50 students competing, this event could be conducted in four hours.

Facilities, Equipment and/or Materials Needed:

Two tables
Three chairs
Large cardboard carton and 10 to 12 packages of supplies normally found in a restaurant
Note pad for Mr. Jacob
Invoice sheet (or facsimile thereof)
Stop watch
Room to hold event

Personnel Needed to Conduct Event:

Two judges
One coordinator to act as "boss"
One series director

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptable Performance for Event:

55%

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

STUDENT INSTRUCTION SHEET

You are a distributive education student who has been working at Jacob's Restaurant during the school year. You enjoy your job and have a good relationship with your employer. A few weeks before school is out you have a casual discussion with Mr. Jacob regarding your summer work. He tells you that you will be able to work as many hours as you want to. During the school year you have been working approximately 20 hours per week, but during the summer you'd like to work 35-40 hours per week.

On the last working day of the school year you ask Mr. Jacob when you should come in to work the following week. He replies, "Oh, just follow your usual schedule and come in Thursday at 4:00 p.m." You quickly realize that this will not give you enough hours to earn the money you need to earn during the summer.

The problem then is....... How will you approach Mr. Jacob to secure the additional hours he has indicated you could have during the summer?

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

STUDENT INSTRUCTION SHEET CONT'D

Objectives:

To give student an opportunity to demonstrate his/her communication skills in an awkward situation.

Procedures:

This is a "role playing" situation. You will be involved in a conversation with your boss regarding the number of hours you will work during the summer. You will be judged on your communications skills.

You will be given five minutes to read over the case problem which you will find attached to this sheet. At the end of that time, you may ask your Series Director any questions about any portion of the problem which you don't understand.

You'll proceed to the testing area where you will be met by your "boss", and the event will begin.

You will have three minutes to communicate with your "boss" about the existing problem. Remember, you've been working for Jacob's Restaurant for the entire school year and, therefore, are an experienced employee.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

EMPLOYER'S INSTRUCTION SHEET

You will play the role of Mr. Jacob, owner of Jacob's Restaurant. Before shcool was out, he casually asked how many hours he could work in the summer. He thought you said "as many as you want to." On the last working day of the school year you tell him to come in at his regular time which would not give him the number of hours he wants and the amount he thought you'd promised him. He wants to discuss this with you.

The following is a format conversation to be conducted between the student and you. It is essential that you use wording similar to this in order for each student to have the same opportunities to demonstrate his/her communications skills in a given situation.

Student enters testing area. Mr. Jacob look up from his work and says...
"Hi! You're looking good this morning. What can I do for you!"

Student: makes response; states problem

Mr. Jacob: "You know, I've been thinking about our work schedule a little bit while I've been checking in this order. Our business is a little slower than I'd expected it to be."

Student: makes response

Mr. Jacob: "With summer coming up, I've been wondering if you still want to work for me?"

Student: makes response

Mr. Jacob: Well, you know, the other day when we talked about this, we never really discussed an actual number of hours. How many hours do you really want to work? I'm not sure we can give you any more hours."

Student; makes response

Mr. Jacob: I'll tell you what, let me work on my schedule a little more, and I'll give you an answer tomorrow.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

JUDGE'S INSTRUCTION SHEET

Competencies:

The students you will judge in this event will be given the opportunity to demonstrate their competency in the following areas:

1. Understanding that since interpretations placed on the spoken work vary with different people, one must be careful to speak so that correct interpretation can be made by individual listeners.
2. Development of an awareness that certain thoughtlessly used terms or words can be misinterpreted by the listener.
3. Knowledge of how to address other people in a business-like manner whether they are customers, fellow employees, supervisors or management.
4. Skill in communicating effectively with customers, coworkers and supervisors.
5. Skill in listening to and following directions.
6. Development of a belief that communication must be a two-way process between management and employees.

Objectives:

To give the student an opportunity to demonstrate his/her communication skills when placed in an awkward situation.

Directions/Procedures/Judge's Role:

The students will meet with the Series Director at a pre-set time and will be given a sheet containing the case problem. They will have 5 minutes to study the problem before entering the testing area.

This event is to be staged in a simulated stock room of Jacob's Restaurant. Mr. Jacob is working in the stock room checking in an order when the student approaches him with his/her problem. He will have three minutes to communicate his/her problem with Mr. Jacob.

You will have two minutes to complete the evaluation sheet for each student.

Student I.D.#________________

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

EVALUATION SHEET

EXCELLENT	20-16
GOOD	15-11
FAIR	10-6
POOR	5-1

SCORE

_____ Opening remarks
_____ Business-like attitude
_____ Did student state his/her problem clearly?
_____ Was student convincing in his/her appeal for more hours?
_____ Overall impression of student's communication skills.
_____ Total points (100 pts. possible)

Tie Breaker:

Question 5 then Question 4.

AD1

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

NAME OF WRITER: Virgil Spurlin
COMPLETE SCHOOL NAME: Hot Springs High School
ADDRESS OF SCHOOL: 701 Emory Street
CITY, STATE, ZIP: Hot Springs, Arkansas 71901
PHONE NUMBER: 501-624-5286
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

COMPETENCIES TO BE TESTED

Skill in writing a sales ticket.

Skill in adding columns of figures.

Skill in multiplying figures.

Skill in computing sales tax.

Skill in using the cash register.

Skill in making change.

OBJECTIVES OF THIS EVENT

Participant will demonstrate his/her ability to write a sales ticket, figure all correct amounts, take customer's money, use cash register, and return correct change to the customer.

BRIEF DESCRIPTION OF EVENT

Participant will take an order from a couple who wish to have lunch in this fast food establishment. He/She will write out the ticket for the order, will multiply and add figures, figure tax, operate the cash register, and return change to customer.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVENT ITSELF

Student participant takes materials (menu, sales tickets, and pencil) to table where couple is seated. Student takes order, figures totals, receives payment for order from customer, uses cash register (or calculator), counts correct change back to the customer.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Time frame: 3 minutes for participant to read instructions.
7 minutes for participant to complete event.
5 minutes for professional tabulation.

Room needs to be large enough to simulate small dining area, with a table and chairs (possibly set up as would be in a cafe), counter with cash register or calculator.

Facilities, Equipment and/or Materials Needed:

Pencils
Sales tickets
Tax table
Facsimile money
Cash register (or calculator)
Rating sheets
Student participant's instruction sheet
Judge's instruction/orientation sheet
Suitable room (see note above)
Sample menu
Stop watch

Personnel Needed to Conduct Event:

One couple (customers)
Two judges

Advance Directions to Send to Participants:

Participant will need to be dressed in proper attire and will be on time (time designated on your entry card).

Minimum Level of Acceptable Performance for Event:

65 points out of a possible 100 points.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

STUDENT INSTRUCTION SHEET

Objectives:

You are to take an order on a sales ticket.

You are to figure correct amounts for items ordered.

You are to subtotal all figures.

You are to compute sales tax.

You are to take customer's money.

You are to use the cash register.

You are to return correct change to the customer.

Procedures:

You should pick up necessary items of material used in this event, take order, figure ticket, take your place behind cash register, and complete the transaction in seven minutes.

Materials Needed:

Pencils

Additional Comments:

None

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

CUSTOMER INSTRUCTION SHEET

The customers will act as a couple. You are to enter the restaurant and sit down. When the participant approaches give him/her your order. Give the participant enough time to add the order, then go to cash register, pay for the order, receive your change, then leave.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in writing a sales ticket.

Skill in adding columns of figures.

Skill in multiplying figures.

Skill in computing sales tax.

Skill in using the cash register (or calculator).

Skill in making change.

Objectives:

To successfully demonstrate the ability to write up an order, charge the customer the correct amount, and to return to the customer the correct amount of change.

Directions/Procedures/Judge's Role:

Judges are to time the event. Seven minutes from time participant approaches customer until customer receives change. You are to stand near the cash register and observe the participant. Complete the evaluation sheet immediately after participant leaves.

Minimum Level of Acceptable Performance for Event:

65%

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

TAX TABLE:

$ .00 to $ .14 = $ .00
.15 to .44 = $ .01
.45 to .74 = $ .02
.75 to 1.14 = $ .03
1.15 to 1.44 = $ .04
1.45 to 1.74 = $ .05
1.75 to 2.14 = $ .06
2.15 to 2.44 = $ .07
2.45 to 2.74 = $ .08
2.75 to 3.14 = $ .09
3.15 to 3.44 = $ .10
3.45 to 3.74 = $ .11
3.75 to 4.14 = $ .12
4.15 to 4.44 = $ .13
4.45 to 4.74 = $ .14
4.75 to 5.14 = $ .15
5.15 to 5.44 = $ .16
5.45 to 5.74 = $ .17
5.75 to 6.14 = $ .18
6.15 to 6.44 = $ .19
6.45 to 6.74 = $ .20
6.75 to 7.14 = $ .21
7.15 to 7.44 = $ .22
7.45 to 7.74 = $ .23
7.75 to 8.14 = $ .24
8.15 to 8.44 = $ .25
8.45 to 8.74 = $ .26
8.75 to 9.14 = $ .27
9.15 to 9.44 = $ .28
9.45 to 9.74 = $ .29
9.75 to 10.14 = $ .30

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

MENU:

BURGER CHEF - Hot Springs, Ar.

SANDWICHES	
Hamburger	$ .40
Funburger	$ .50
Cheeseburger	$ .50
Dbl. Cheeseburger	$ .85
Skipper's Treat	$ .85
Big Chef	$ .85
Super Chef	$ .98
Roast Beef	$ 1.20
Ham & Cheese	$ 1.20
PLATTERS	
Funmeal	$ 1.10
The Rancher	$ 1.69
Mariner	$ 1.69
SALAD	$ .50

BEVERAGES	Lg	Rg	Sm
Cola	.40	.35	.30
Orange	.40	.35	.30
Root Beer	.40	.35	.30
Diet 7-up	.40	.35	.30
Iced Tea	.40	.35	.30
Coffee	.25		
Milk	.30		
Hot Choc.	.30		
SHAKES	.45		
(Vanilla, Chocolate & Strawberry)			
Lge. Order Fries			.50
French Fries			.35
Turnovers			.35

AD10

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

SALES TICKET

GO STAY

SANDWICHES	W	WO	BEVERAGES	LGE	REG	SM
Hamburger			Cola			
Funburger			Orange			
Cheeseburger			Root Beer			
Cheeseburger Double			Diet 7-up			
Skipper's Treat			Lemonade			
Big Shef			Coffee			
Super Shef			Milk			
Roast Beef			Hot Choc.			
Ham and Cheese						
PLATTERS			SHAKES			
Funmeal			Van. Shake			
The Rancher			Choc. Shake			
Mariner			Straw. Shake			
OTHERS						
Salad						
Lge. Order Fries						
French Fries						
Turnovers						

BURGER CHEF

SUB-TOTAL		
SALES TAX		
TOTAL		

Student I.D.#________________

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVALUATION

	NO	YES
1. Multiplied items/cost correctly.	0	15
2. Added figures in columns correctly.	0	15
3. Calculated tax correctly.	0	15
4. Correct total.	0	15
5. Took money customer handed student and placed it on register ledge.	0	10
6. "Rang up" correct amount properly.	0	10
7. Counted change back to customer.	0	10
8. Marked ticket paid, put ticket on file, gave customer copy, if customer required.	0	10
TOTAL		

Tie Breaker:

Time may be used as a tie breaker.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

NAME OF WRITER: Robert Lewis

COMPLETE SCHOOL NAME: Bentonville High School

ADDRESS OF SCHOOL: Tiger Boulevard

CITY, STATE, ZIP: Bentonville, Arkansas 72712

PHONE NUMBER: 501-273-7678

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

COMPETENCIES TO BE TESTED

Skill in properly setting a table in a restaurant

Attitude that customers are impressed and more likely to be satisfied with properly set table

Skill in understanding situation

Skill in maintaining self-confidence

OBJECTIVES OF THIS EVENT

To be able to properly set a table

BRIEF DESCRIPTION OF EVENT

In this event, the participant will set a table in a restaurant situation.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product Service and Technology

EVENT ITSELF

The participant will be given all the materials necessary for setting a table in a restaurant. At the end of the event, the participant will be judged on his/her ability to properly set a table in a restaurant.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

One room with a table and chairs for judges. Judges should be able to observe each contestant during the event.

Facilities, Equipment, and/or Materials Needed:

Table, napkin, fork, bread-and-butter plate, service plate, water glass, dinner knife, teaspoon, cup, saucer

Personnel Needed:

Two judges
Event Manager
Assistant Event Manager

Advance Directions Sent to the Participants:

None

Minimum Level of Acceptable Performance for Event:

Not known

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

STUDENT INSTRUCTION SHEET

Objectives:

The participant will demonstrate his/her ability to properly set a table in a restaurant.

Procedures:

The participant is employed at a restaurant as a waiter/waitress. He will demonstrate his knowledge by properly setting a table.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in properly setting table in a restaurant

Attitude that customers are impressed and more likely to be satisfied with properly-set table

Skill in understanding situation

Maintaining self-confidence

Objectives of This Event:

The participant will demonstrate his/her ability to properly set a table in a restaurant

Directions/Procedures/Judge's Role:

The participant is employed in a restaurant as a waiter or waitress. One of the jobs of the participant is table arrangement.

The participant will be allowed 5 minutes to set the table. Each participant is rated individually according to the criteria on the evaluation sheet.

Minimum Level of Acceptable Performance for Event:

Not known

AE7

OCCUPATIONAL CATEGORY: Food Service

Student I.D.# ______________

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

EVALUATION SHEET

		Points
1. Understands the situation	0-10	________
2. Remains calm and collected	0-10	________
3. Maintains self-confidence	0-10	________
4. Maintains a positive attitude	0-10	________
5. Demonstrated knowledge of table arrangement	0-10	________

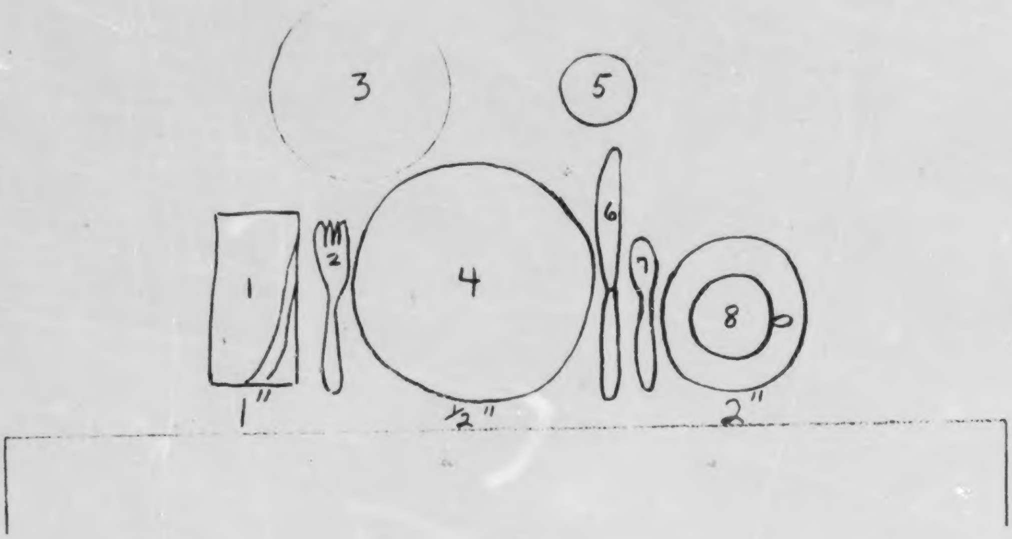
Total Points - - 65

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

EVALUATION SHEET KEY



1. Napkin
2. Fork
3. Bread-and-butter plate
4. Service plate
5. Water glass
6. Dinner knife
7. Teaspoon
8. Cup and saucer

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

NAME OF WRITER: Kenneth A. Kirspel

COMPLETE SCHOOL NAME: Ole Main High School

ADDRESS OF SCHOOL: 22nd and Main Streets

CITY, STATE, ZIP: North Little Rock, Arkansas 72114

PHONE NUMBER: 501-758-1050

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

COMPETENCIES TO BE TESTED:

Knowledge of the uses of promotional advertising.

Knowledge that advertising helps to introduce products and build a reputation for the store.

Attitude that advertising should be supplemented with displays and an efficient sales force.

Knowledge of how to develop and promote a "specialty of the house" so customers will associate with one particular restaurant.

OBJECTIVES OF THIS EVENT:

To give students an opportunity to select, suggest, and promote "specialty" items on a restaurant menu.

BRIEF DESCRIPTION OF EVENT:

A family of four enters an Oriental Restaurant for their first experience in oriental foods. It is the waiter's responsibility to see that these people select the right items, have a pleasant experience, and will become repeat customers. The participant will orally tell the judges how he/she would accomplish this through his ability to select, suggest, and promote items.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

EVENT ITSELF

CASE PROBLEM:

You are a waiter/waitress for an Oriental Restaurant. This restaurant has been open in this mid-sized town of 65,000 for six months with only a cautious degree of success.

A family of four enters your restaurant for their first experience in oriental foods. The management feels the best form of advertising is word of mouth. Through pleasant experiences customers will become repeat customers and will help promote the restaurant.

Your role in this advertising process is to help create this pleasant experience. One way you can accomplish this is to determine an item to serve as a 'specialty of the house' that you can suggest to new customers so they will become better acquainted with oriental food and your restaurant. You can also develop ways to promote this specialty to the customers within the restaurant.

From the attached menu, determine the 'specialty of the house" and ways to promote this specialty to the customers.

HUNG CHOW'S RESTAURANT

"WORLD-FAMOUS ORIENTAL CUISINE"

MENU

CHICKEN CHOW MEIN - - - - - - - - - - - 3.95

Sliced chicken marinated with soy sauce with Chinese vegetables (served over steamed rice)

JUMBO SHRIMP KEW - - - - - - - - - - - 6.95

Quick-fried Jumbo shrimp served with Chinese vegetables, mushrooms, bamboo shoots and water chestnuts.

CHINESE "PEPPER STEAK" - - - - - - - 5.95

Tender sirloin steak cooked in Hung Chow's famous sauce and served with wild rice.

MOO GOO GAI PAN - - - - - - - - - - - - 4.75

Stir-fried sliced chicken sauteed with Chinese vegetables, mushrooms, and water chestnuts.

JAPANESE TEMPURA - - - - - - - - - - - 5.25

Batter-dipped pieces of seafood and vegetables, quick-fried with our Special Tempura sauce.

K.C. STEAK - - - - - - - - - - - - - - 8.95

Top choice K.C. steak cooked to perfection. Served with tossed salad and baked potato

SWEET & SOUR PORK - - - - - - - - 5.25

Quick-fried pork sautéed with Hung Chow's special sauce. Served with sweet peppers, tomatoes, and rice.

JAPANESE SUKIYAKI - - - - - - - - 5.75

Beef tenderloin served with mushrooms, bean sprouts, and bamboo shoots. (served over steamed rice)

BARBEQUED SPARE RIBS - - - - - - - 5.25

One pound of Chinese-style barbequed spare ribs. Served with Chinese vegetables and salad.

ORIENTAL DELIGHT *(for two)* - - - - - 7.50

Sampler of Oriental favorites (Sweet & Sour Pork, Moo Goo Gai Pan, Chinese vegetables and rice.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Time -- event maximum is 15 minutes. Participant briefing 10 minutes and oral response 5 minutes.

Facilities, Equipment, and/or Materials Needed:

Participants:	Student instruction sheet Case problem Sample Menu
Judges:	Judges instruction sheet Case problem Sample Menu Evaluation sheet

Personnel Needed:

Event Chairperson, one assistant, and two or three judges.

Advance Directions to Send to Students:

None

Minimum Level of Acceptable Performance for Event:

75%

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

STUDENT INSTRUCTION SHEET

Objectives:

To give students an opportunity to select, suggest, and promote "specialty" items on a restaurant menu.

Procedures:

In this event you are a waiter/waitress in a local oriental restaurant You will be given 10 minutes to read the case problem and determine your answers. You will have 5 minutes to give your answers orally to the judges.

Materials Needed:

None

Additional Comments:

As this event deals with the area of advertising, emphasis should be placed on promotional advertising.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

JUDGES' INSTRUCTION SHEET

Competencies:

Knowledge of the uses of promotional advertising.

Knowledge that advertising helps introduce products and build a reputation for the store.

Attitude that advertising should be supplemented with displays and an efficient sales force.

Knowledge of how to develop and promote a "specialty of the house" so customers will associate with one particular restaurant.

Objectives of the Event:

To give students an opportunity to select, suggest, and promote "specialty" items on a restaurant menu.

Directions/Procedures/Judges' Role:

Each participant has been given a copy of the case problem and a sample menu. From this they are to select an appropriate "specialty of the house." They are to explain why this selection was made. Also they are to describe at least three promotional techniques which could be used in the promotion of this specialty within the restaurant. Finally they are to explain, based on his/her promotional activities, their role in satisfying the customers so they will identify oriental food with Hung Chow's Oriental Restaurant.

Minimum Level of Acceptable Performance for Event:

75%

Student I.D.#____________________

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

EVALUATION SHEET

	EXCELLENT	GOOD	AVERAGE	POOR
1. Understanding of promotional advertising	20-18	16-14-12	10-8-6-4	2-1
2. Selection of a suitable "specialty of the house"	10-9	8-7-6	5-4-3	2-1
3. Explanation of choice for "specialty of the house"	20-18	16-14-12	10-8-6-4	2-1
4. Three promotional techniques	10-9	8-7-6	5-4-3	2-1
5. Feasibility and facility of the promotional techniques	20-18	16-14-12	10-8-6-4	2-1
6. Based on the selection of the specialty and promotional techniques, would this family likely become repeat customers	20-18	16-14-12	10-8-6-4	2-1

Tie breakers: First #4 then #1 if needed.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

NAME OF WRITER: Jerry E. Shipp

COMPLETE SCHOOL NAME: Arkansas High School

ADDRESS OF SCHOOL: 1500 Jefferson Avenue

CITY, STATE, ZIP: Texarkana, Arkansas 75502

PHONE NUMBER: 501-773-3364

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

COMPETENCIES TO BE TESTED

Knowledge of how to authorize customer checks according to the store's policy.

OBJECTIVES OF THIS EVENT

The student will demonstrate competency in accepting or rejecting checks as a restaurant cashier.

BRIEF DESCRIPTION OF EVENT

Student will be given an assortment of checks to identify and examine for discrepancies that exist between training stations' policy and good check writing procedure.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

EVENT ITSELF

A group of twelve students will participate in this event at a time. Two students will work with the group. Seat the group in a circle so that they can pass checks around in an organized way.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event can be conducted in one room. Twelve participants can accomplish this event simultaneously in twenty minutes.

Facilities, Equipment and/or Materials Needed:

Room with twelve chairs in a circle
Instructions (student, event manager)
One set of 20 checks
Check cashing policy
Answer sheet
Key

Personnel Needed to Conduct Event:

Event Manager
Assistant Event Manager

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

Not known

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

STUDENT INSTRUCTION SHEET

You are employed at the Hush Puppy Restaurant in Texarkana, Arkansas. On May 21, 1978, you receive a number of checks that you must examine and determine if you should accept them from your customers.

In some instances you will be unable to accept a check because of restaurant policy or because the check is not written properly. In other instances you may find errors that the check writer has made, but these errors do not affect the decision to accept or reject the check. If you identify any errors or poor check writing practices, you are to use the answer sheet and identify the problem(s) with each check. If no problems exist, check the box that says "no problem".

Due to past experiences, management does not allow you to take any two-party checks (checks not made out to the restaurant). Post-dated checks are also prohibited. No out-of-state checks, absolutely.

It is also your responsibility to check your bad check list to see if persons attempting to give you checks might be included. If a customer's name is found on the list, you cannot accept their check and should note this on the answer sheet.

REMEMBER: You are looking for "problems" that will prohibit your accepting the check as well as identifying poor check writing practices.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

STUDENT INSTRUCTION SHEET CONT'D

Objectives:

The student will demonstrate competency in accepting or rejecting checks as a restaurant cashier.

Precedures:

In this event you will be given an assortment of checks that you will examine and identify and discrepancies that exist between training station policy and good check writing procedure. You will examine the checks and, using the answer sheet, identify what is wrong with each check. (NOTE: Some of the checks are correct.) You should examine the restaurant policy regarding checks before beginning this exercise.

You will examine twenty (20) checks and will receive five points for each correct answer. In some cases, nothing may be wrong with a check, therefore, merely indicate NO PROBLEM on the answer sheet.

You will have five minutes to study the training station check cashing policy. Then you will have one minute to look at each check and make your decision.

Pass each check on to the person on your right when instructed by the event manager. Be sure to put your answer in the proper place on your answer sheet which corresponds to the check number.

Ask questions NOW......You will not be allowed to ask questions after the event begins.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge of how to authorize customer checks according to the store's policy.

Objectives:

The student will demonstrate competency in accepting or rejecting checks as a restaurant cashier.

Directions/Procedures/Judge's Role:

Event Manager - This person is responsible for the event. He/She will set up the event, supervise, and turn in all materials when the event is completed.

Remember to:

1. Follow student time schedules exactly.
2. Answer students questions about the event only during the first five(5) minutes of general procedural instruction.

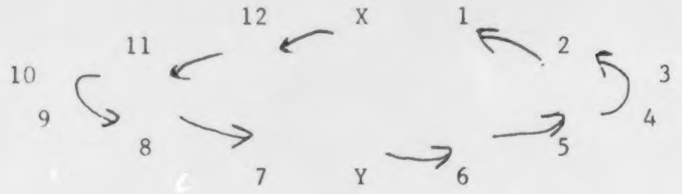
Event Manager and Assistant - Event Manager and Assistant will supervise the groups of 12 students.

Remember to:

1. Seat students in a circle, so that they can easily pass checks around and keep them in numerical order.
2. The students should have five minutes to study the check cashing procedures and bad check list before they are given the checks.
3. Start each of the twelve students with a different check. Start with numbers one through twelve in sequence.
4. Stand between the person holding check #12 and check #1. After the first minute, pass check #13 to the person on your right. After the next minute, pass him/her check #14, etc. Keep the checks moving in order as follows:

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

JUDGE'S INSTRUCTION SHEET CONT'D



X - Event Manager
Y - Assistant

After the first minute of check participation, you will collect check #1 from the student at your left who started with it. Hold it until the student on your right has completed check #20, and then pass it on until each student has examined all 20 checks.

5. Both coordinators will grade all students' answer forms.

6. Turn in graded material and instruction package to the Tabulation Center.

7. Tie Breaker - pre-select ten checks at random and use these in order to break ties.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

BAD CHECK LIST

Buddy Armstrong
Tom Ashmore
John Austin
Roy Baskett
Larry Bower
Danny Dillard
James Ferguson
Harry Fomby
Joe Ed Foster
Morris George
Ray Glass
Billy Herrington
Gary Hines
Kenneth Horn
Sammuel Jones
Jimmy Keck
Howard Knight
Lucy Lee
J. W. Lowe, Sr.
Lorene Martin
Phillip Martin
Donny Maxwell
Bert McGee
Betty Ann Miller
Rudy Morgan
David Murphy
Woodrow Nelson
Billy Norwood
Jason Oliver
J. C. Page, Jr.
Mark Patman
Charles Peters
Jack Reed
Sam W. Richardson
Fred Rogers
Sidney Ross
Melvin Scott
Gracie Scott
Jim Bob Skinner
LeRoy Smith
Lloyd Smith
Mike Thidwell
Ralph Thomas
Earl Turner
James W. Walker
Earnest Williams
Joseph Wright
Dr. A. D. York, Sr.
Johnnie Young
Paul Zeller

AG10

Student's I.D.#________________

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

CHECK CASHING ANSWER SHEET

Check No.	Description of Error		Judges Only
1		No Problem	Points
2		No Problem	Points
3		No Problem	Points
4		No Problem	Points
5		No Problem	Points
6		No Problem	Points
7		No Problem	Points
8		No Problem	Points
9		No Problem	Points
10		No Problem	Points
11		No Problem	Points
12		No Problem	Points
13		No Problem	Points
14		No Problem	Points
15		No Problem	Points
16		No Problem	Points
17		No Problem	Points
18		No Problem	Points
19		No Problem	Points
20		No Problem	Points

TOTAL POINTS ________________

NOTE: Be sure to put your answer for each check opposite the correct check number on this form.

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

CHECK CASHING ANSWER SHEET KEY

Check No.	Description of Error	No Problem
1	Two party check	
2	Unable to read writing or amount	
3	Amount not written in	
4	Bad check list	
5	Pre-dated	
6	Out-of-state check	
7	Wrong amount written in	
8	Wrong name of restaurant	
9	Check can be easily altered	
10	Bad check list	
11	Post-dated by six months	
12	Amount not entered	
13	No problem	XXXXXX
14	No signature	
15	Name not readable	
16	No problem	XXXXXX
17	Post-dated	
18	No date	
19	Wrong signature	
20	Amounts different	

AG 12

John W. Wilson
2103 Hosston St.
Texarkana, Arkansas

1

Texarkana, Arkansas May 20th 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Sam Johnson $ 15 00

Fifteen and NO/100 Dollars

ACCOUNT NUMBER → X X X X X X

John W. Wilson

⑆0829⑉0075⑆

Dick Pirkey, Jr.
1919 Locust Street
Texarkana, Arkansas

2

Texarkana, Arkansas May 21 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Hush Puppy Restaurant $ 6 85

Six and 85/100 Dollars

ACCOUNT NUMBER → X X X X X X

Dick Pirkey

⑆0829⑉0075⑆

Allen Binne
#143 Melrose Drive
Texarkana, Arkansas

3

Texarkana, Arkansas May 21 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Hush Puppy Restaurant $ 4 12

Dollars

ACCOUNT NUMBER → X X X X X X

Allen Binne

⑆0829⑉0075⑆

Lucy Lee
1809 East 9th Street
Texarkana, Arkansas

4

Texarkana, Arkansas May 21 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Hush Puppy Restaurant $ 16 12

Sixteen and 12/100 Dollars

ACCOUNT NUMBER → X X X X X X

Lucy Lee

⑆0829⑉0075⑆

AG13

5

enry Tarply
2223 Cherryhill Drive
Texarkana, Arkansas

Texarkana, Arkansas July 1 19 78

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Hush Puppy Rest. $ 9 82

Nine and 82/100 Dollars

ACCOUNT NUMBER → X X X X X X

Henry Tarply

⑆0829⑈0075⑆

6

BOWIE COUNTY

No. 108-A

[illegible]

HOOKS TEXAS May 21 19 78

PAY TO THE ORDER OF The Hush Puppy Restaurant $ 13 12

Thirteen and 12/100 DOLLARS

FOR meals - church party

Mrs John J. Hillan

Mr. or Mrs. John J. Hillan

⑆1113⑈23171⑆

Mr. or Mrs. Don Kyle
Rt 4 Box 294-G3
Texarkana, Arkansas

7

Texarkana, Arkansas May 21 19 78

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of HUSH PUPPY RESTAURANT $ 7 25

FIVE AND 25/100 - - - - - - - - - Dollars

ACCOUNT NUMBER → X X X X X X

Mrs. Don Kyle

⑆0829⑈0075⑆

Mr. or Mrs. Horace Drake
1917 Bluebird Lane
Texarkana, Arkansas

8

Texarkana, Arkansas May 21 19 78

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Dog House Restaurant $ 13 52

Thirteen and 52/100 Dollars

84

ACCOUNT NUMBER → X X X X X X

Horace Drake

⑆0829⑈0075⑆

AG14

Luke Martin
689 Bramble Courts
Texarkana, Arkansas

9

Texarkana, Arkansas May 21 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of The Hush Puppy Restaurant $ .52

52 cents Dollars

ACCOUNT NUMBER → X X X X X X

Luke Martin

:0829-0075:

Kenneth Horn
1428 Miller Road
Texarkana, Arkansas

10

Texarkana, Arkansas May 21 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Hush Puppy $ 8 17/100

Eight and 17/100 Dollars

ACCOUNT NUMBER → X X X X X X

Kenneth Horn

:0829-0075:

Dorothy Kirby
2978 Selma Avenue
Texarkana, Arkansas

11

Texarkana, Arkansas Nov. 21 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of Hush Puppy Restaurant $ 11 44/100

Eleven and 44/100 Dollars

ACCOUNT NUMBER → X X X X X X

Mrs. Dorothy Kirby

:0829-0075:

Frank Graham
3701 Spring Street
Texarkana, Arkansas

12

Texarkana, Arkansas May 21 1978

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of The Hush Puppy $

Nine and 31/100 Dollars

85

ACCOUNT NUMBER → X X X X X X

Frank Graham

:0829-0075:

[illegible]
5622 South Lake Drive
Texarkana, Arkansas

13

Texarkana, Arkansas *May 21* 19*78*

AG15

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *The Hush Puppy Restaurant* $ *4 95/*

Four and 95/100 Dollars

ACCOUNT NUMBER → X X X X X X

Sanford Purtle

⑆0829⑉0075⑆

Mr. or Mrs. Harrison Glass
2001 Highland Drive
Texarkana, Arkansas

14

Texarkana, Arkansas *May 21* 19*78*

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *Hush Puppy* $ *7 75/*

Seven and 75/100 Dollars

ACCOUNT NUMBER → X X X X X X

⑆0829⑉0075⑆

Tommy Price
109 Hilltop Drive
Texarkana, Arkansas

15

Texarkana, Arkansas *May 21* 19*78*

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *Hush Puppy Restaurant* $ *10 31/*

Ten and 31/100 Dollars

ACCOUNT NUMBER → X X X X X X

⑆0829⑉0075⑆

Keith Anthony
4507 County Avenue
Texarkana, Arkansas

16

Texarkana, Arkansas *May 21* 19*78*

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *The Hush Puppy* $ *6 97/*

Six and 97/100 Dollars

86

ACCOUNT NUMBER → X X X X X X

Keith Anthony

⑆0829⑉0075⑆

AG16

Ronnie Smith
3008 Arkansas Blvd.
Texarkana, Arkansas

17

Texarkana, Arkansas *May 28* 19*78*

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *Hush Puppy Restaurant* $ *5 15/100*

Five and 15/100 Dollars

ACCOUNT NUMBER → X X X X X X

Ronnie Smith

:0829-0075:

Jim Bob Wardlow
#78 Line Ferry Road
Texarkana, Arkansas

18

Texarkana, Arkansas 19

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *Hush Puppy* $ *12 35/100*

Twelve and 35/100 Dollars

ACCOUNT NUMBER → X X X X X X

Jim Bob Wardlow

:0829-0075:

David Lynn McMahon
1415 Airport Circle
Texarkana, Arkansas

19

Texarkana, Arkansas *May 21* 19*78*

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *Hush Puppy Restaurant* $ *4 66/100*

Four and 66/100 Dollars

ACCOUNT NUMBER → X X X X X X

David Lynn McWilliams

:0829-0075:

Bart Mullins, Jr.
5810 Jackson Lane
Texarkana, Arkansas

20

Texarkana, Arkansas *May 21* 19*78*

The State First National Bank
OF TEXARKANA

81-75
829

Pay to the order of *Hush Puppy* $ *7 81/100*

Seventeen and 81/100 Dollars

87

ACCOUNT NUMBER → X X X X X X

Bart Mullins, Jr.

:0829-0075:

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

NAME OF WRITER: Le Le Bartlett
COMPLETE SCHOOL NAME: Russellville High School
ADDRESS OF SCHOOL: Cyclone Avenue
CITY, STATE, ZIP: Russellville, Arkansas
PHONE NUMBER: 501-968-3151
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

COMPETENCIES TO BE TESTED

Skill in reading charts to determine tax charges.

Skill in checking guest checks to determine if they are correct in regard to the tax charges and addition.

Skill in reading the sales totals from the cash register.

Skill to complete audit sheet on a cash register check-out.

Attitude in the understanding that errors are made and must be corrected with accuracy and speed.

OBJECTIVES OT THIS EVENT

To determine if the student has the ability to read tax charts.

To determine if the student has the skill necessary to locate errors quickly and accurately.

To determine if the student has the knowledge to check the accuracy of a cash register.

BRIEF DESCRIPTION OF EVENT

The student will be given the information from a shift run of a restaurant and will be asked to check the accuracy of the guest checks within a given period of time. Upon the completion of this he/she will be asked to check the cash register used for a shift. This will be done by taking the information and filling out a short audit report.

If the student is able to complete all the exercise he/she should have the skills necessary to perform the above competencies.

AG3b

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

EVENT ITSELF

You are the assistant manager of the Holiway Inn dining room in Little Rock, Arkansas. Your duties at the Inn include: customer relations, supervision of the dining room employees, cash register operation and cash register audits, just to mention a few. The Inn has a practice of the cashier checking each guest check for accuracy of addition and tax charges as the guest pays.

The first thing that you are to do today is to check the attached sixteen guest checks for accuracy of addition and tax charges. An Arkansas sales tax chart is also attached that you may use.

After you have completed the guest check operation, you are to audit the cash register for the shift that has just been completed. An audit report is furnished for you to use in the completion of this task. The following information is to be used in making this check:

1. Cash on hand at the beginning of the shift	$ 50.00
2. Total sales for the shift	403.46
3. Cash, credit card invoices, and checks on hand at the close of the shift	367.96
4. The register total shows at the reading	441.51
5. Voids on the register tape	8.95 6.75 22.35
6. Paid outs from register	46.90 6.85 21.75

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

The event can be held in a room that would be used for giving a written test. Each student should be provided with space to write on. The number of students taking the event will determine the size of the room.

Time table:	
5 minutes	for briefing
5 minutes	to pass out the materials
10 minutes	to check and correct the guest checks
20 minutes	to study and fill out the cash register audit report

Facilities, Equipment and/or Materials Needed:

A copy of the event for each participant and judge.

A key to the contest for each judge.

Personnel Needed to Conduct Event:

Event coordinator

Four proctors (these people can also help to score the event)

Advance Instructions to Send to Participant:

None

Minimum Level of Acceptable Performance for Event:

65 out of 100 points

AG5b

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

STUDENT INSTRUCTION SHEET

Objectives:

To determine if you have the skills to read and understand a sales tax chart.

To check your skills in locating errors in guest checks in regard to tax charges and addition.

To check your ability to correct these guest checks with speed and accuracy.

To find if you can check-out a cash register to determine if the correct operations have been completed.

To determine if you have the skill to complete a cash register audit report.

Procedures:

You will be given four sheets of paper that have on them sixteen guest checks. You will be given ten minutes to examine the checks for errors. If there is no error on the check move on to the next one. If you find a mistake, circle it and identify the mistake by printing the word ADDITION or TAX on the check.

You will be given a set of figures pertaining to the operation of the cash register for a shift at the restaurant. You are to use the audit report to complete this operation.

Materials Needed:

Two pencils sharpened and ready to use.

Additional Comments:

None

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in reading charts to determine tax charges.

Skill in checking guest checks to determine if they are correct in regard to the tax charges and addition.

Skill in reading the sales totals from the cash register.

Skill to complete audit sheet on a cash register check-out.

Attitude in understanding that errors are made and must be corrected with accuracy and speed.

Objectives:

To determine if the student has the ability to read tax charts.

To determine if the student has the skills necessary to locate errors quickly and accurately.

To determine if the student has the knowledge to check the accuracy of the cash register operation.

Directions/Procedures/Judge's Role:

Direct the students into the event area.

Pass out the event to the students.

Serve as a proctor while the students are completing the event.

Help grade the event.

For each guest check that is correct, the student receives two points. A total of 32 points are possible on this section of the event.

Each answer on the audit sheet has been assessed points.

Each judge has a "key" for the guest checks and the audit sheet.

AG7b

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

CASH REGISTER AUDIT SHEET

Register Total ______________(5 points)

Voids __________(1 point)
__________(1 point)
__________(1 point)
____

Total voids __________(5 points)

Paid outs __________(1 point)
__________(1 point)
__________(1 point)

Total paid outs __________(5 points)

Adjusted Register Total
(subtract voids and paid outs from register total) ______________(20 points)

Cash on Hand Beginning of Day ______________(1 point)

Cash on Hand Close of Day ______________(1 point)

Shortage or Overage ______________(25 points)

AG8b

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

CASH REGISTER AUDIT SHEET KEY

Register Total $441.51 (5 points)

Voids $ 8.95 (1 point)

6.75 (1 point)

22.35 (1 point)

$38.05 (5 points)

Paid Outs $46.90 (1 point)

6.85 (1 point)

21.75 (1 point)

Total Paid Outs $75.50 (5 points)

Adjusted Register Total $327.96 (20 points)
(subtract voids and paid outs from register total)

Cash on Hand Beginning of Day $ 50.00 (1 point)

Cash on Hand Close of Day $367.96 (1 point)

Shortage or Overage -$ 10.00 (25 points)

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

SALES TAX CHART

Amount of Sale			Tax	Amount of Sale			Tax	Amount of Sale			Tax
.15	to	.44	.01	18.15	"	18.44	.55	36.15	"	36.44	1.09
.45	"	.74	.02	18.45	"	18.74	.56	36.45	"	36.74	1.10
.75	"	1.14	.03	18.75	"	19.14	.57	36.75	"	37.14	1.11
1.15	"	1.44	.04	19.15	"	19.44	.58	37.15	"	37.44	1.12
1.45	"	1.74	.05	19.45	"	19.74	.59	37.45	"	37.74	1.13
1.75	"	2.14	.06	19.75	"	20.14	.60	37.75	"	38.14	1.14
2.15	"	2.44	.07	20.15	"	20.44	.61	38.15	"	38.44	1.15
2.45	"	2.74	.08	20.45	"	20.74	.62	38.45	"	38.74	1.16
2.75	"	3.14	.09	20.75	"	21.14	.63	38.75	"	39.14	1.17
3.15	"	3.44	.10	21.15	"	21.44	.64	39.15	"	39.44	1.18
3.45	"	3.74	.11	21.45	"	21.74	.65	39.45	"	39.74	1.19
3.75	"	4.14	.12	21.75	"	22.14	.66	39.75	"	40.14	1.20
4.15	"	4.44	.13	22.15	"	22.44	.67	40.15	"	40.44	1.21
4.45	"	4.74	.14	22.45	"	22.74	.68	40.45	"	40.74	1.22
4.75	"	5.14	.15	22.75	"	23.14	.69	40.75	"	41.14	1.23
5.15	"	5.44	.16	23.15	"	23.44	.70	41.15	"	41.44	1.24
5.45	"	5.74	.17	23.45	"	23.74	.71	41.45	"	41.74	1.25
5.75	"	6.14	.18	23.75	"	24.14	.72	41.75	"	42.14	1.26
6.15	"	6.44	.19	24.15	"	24.44	.73	42.15	"	42.44	1.27
6.45	"	6.74	.20	24.45	"	24.74	.74	42.45	"	42.74	1.28
6.75	"	7.14	.21	24.75	"	25.14	.75	42.75	"	43.14	1.29
7.15	"	7.44	.22	25.15	"	25.44	.76	43.15	"	43.44	1.30
7.45	"	7.74	.23	25.45	"	25.74	.77	43.45	"	43.74	1.31
7.75	"	8.14	.24	25.75	"	26.14	.78	43.75	"	44.14	1.32
8.15	"	8.44	.25	26.15	"	26.44	.79	44.15	"	44.44	1.33
8.45	"	8.74	.26	26.45	"	26.74	.80	44.45	"	44.74	1.34
8.75	"	9.14	.27	26.75	"	27.14	.81	44.75	"	45.14	1.35
9.15	"	9.44	.28	27.15	"	27.44	.82	45.15	"	45.44	1.36
9.45	"	9.74	.29	27.45	"	27.74	.83	45.45	"	45.74	1.37
9.75	"	10.14	.30	27.75	"	28.14	.84	45.75	"	46.14	1.38
10.15	"	10.44	.31	28.15	"	28.44	.85	46.15	"	46.44	1.39
10.45	"	10.74	.32	28.45	"	28.74	.86	46.45	"	46.74	1.40
10.75	"	11.14	.33	28.75	"	29.14	.87	46.75	"	47.14	1.41
11.15	"	11.44	.34	29.15	"	29.44	.88	47.15	"	47.44	1.42
11.45	"	11.74	.35	29.45	"	29.74	.89	47.45	"	47.74	1.43
11.75	"	12.14	.36	29.75	"	30.14	.90	47.75	"	48.14	1.44
12.15	"	12.44	.37	30.15	"	30.44	.91	48.15	"	48.44	1.45
12.45	"	12.74	.38	30.45	"	30.74	.92	48.45	"	48.74	1.46
12.75	"	13.14	.39	30.75	"	31.14	.93	48.75	"	49.14	1.47
13.15	"	13.44	.40	31.15	"	31.44	.94	49.15	"	49.44	1.48
13.45	"	13.74	.41	31.45	"	31.74	.95	49.45	"	49.74	1.49
13.75	"	14.14	.42	31.75	"	32.14	.96	49.75	"	50.14	1.50
14.15	"	14.44	.43	32.15	"	32.44	.97	50.15	"	50.44	1.51
14.45	"	14.74	.44	32.45	"	32.74	.98	50.45	"	50.74	1.52
14.75	"	15.14	.45	32.75	"	33.14	.99	50.75	"	51.14	1.53
15.15	"	15.44	.46	33.15	"	33.44	1.00	51.15	"	51.44	1.54
15.45	"	15.74	.47	33.45	"	33.74	1.01	51.45	"	51.74	1.55
15.75	"	16.14	.48	33.75	"	34.14	1.02	51.75	"	52.14	1.56
16.15	"	16.44	.49	34.15	"	34.44	1.03	52.15	"	52.44	1.57
16.45	"	16.74	.50	34.45	"	34.74	1.04	52.45	"	52.74	1.58
16.75	"	17.14	.51	34.75	"	35.14	1.05	52.75	"	53.14	1.59
17.15	"	17.44	.52	35.15	"	35.44	1.06	53.15	"	53.44	1.60
17.45	"	17.74	.53	35.45	"	35.74	1.07	53.45	"	53.74	1.61
17.75	"	18.14	.54	35.75	"	36.14	1.08	53.75	"	54.14	1.62

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations
STUDENT EVENT WORKSHEET:

AG10b

1

Holiway Inn Guest Check

1		2.95
1		1.65
1		5.95
1		4.95
1		.75
4		1.20
		17.45
	Tax	.53
		18.98

2

Holiway Inn Guest Check

2		10.95
	Tax	.33
		11.28

3

Holiway Inn Guest Check

3		6.75
3		1.20
		7.95
	Tax	.24
		8.19

4

Holiway Inn Guest Check

5		26.25
5		1.50
5		3.75
	Tax	31.50
		.92
		32.42

STUDENT EVENT WORKSHEET CONT'D

5

Holiway Inn Guest Check

1		8.75
1		.30
		9.05
	Tax	.28
		9.33

6

Holiway Inn Guest Check

1		1.25
1		.75
1		4.95
1		2.75
3		.90
		10.60
	Tax	.32
		10.92

7

Holiway Inn Guest Check

1		.75
1		.30
2		.90
1		3.65
		5.60
	Tax	.17
		5.77

8

Holiway Inn Guest Check

1		4.95
1		.30
		5.25
	Tax	.16
		5.41

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

AG12b

STUDENT EVENT WORKSHEET CONT'D

9

Holiway Inn Guest Check

2		5.00
2		8.70
2		.60
		14.30
	Tax	.43
		14.73

10

Holiway Inn Guest Check

1		6.75
1		3.60
2		.70
		11.05
	Tax	.33
		11.38

11

Holiway Inn Guest Check

1		5.75
1		8.95
1		10.25
2		14.70
5		1.50
5		2.50
		43.65
	Tax	1.31
		44.96

12

Holiway Inn Guest Check

1		3.95
1		.30
1		.85
1		2.95
1		.30
		8.35
	Tax	.25
		8.60

STUDENT EVENT WORKSHEET CONT'D

13

Holiway Inn Guest Check

1		10.60
1		1.25
		11.85
	Tax	.36
		12.21

14

Holiway Inn Guest Check

2		6.50
2		.90
		7.40
	Tax	.22
		7.62

15

Holiway Inn Guest Check

1		6.85
1		.85
1		.30
1		7.75
1		1.25
		17.00
	Tax	.51
		17.51

16

Holiway Inn Guest Check

4		12.00
4		1.20
4		2.00
		25.20
	Tax	.76
		25.96

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

AG14b

STUDENT EVENT WORKSHEET KEY

1

Holiway Inn Guest Check

1		2.95
1		1.65
1		5.95
1		4.95
1		.75
4		17.45
	Tax	.53
	ADDITION	18.98

2

Holiway Inn Guest Check

2		10.95
	Tax	.33
		11.28

3

Holiway Inn Guest Check

3		6.75
3		1.20
		7.95
	Tax	.24
		8.19

4

Holiway Inn Guest Check

5		26.25
5		1.50
5		3.75
		31.50
	TAX Tax	.92
		32.42

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

AG15b

STUDENT EVENT WORKSHEET KEY CONT'D.

5

Holiway Inn Guest Check

1		8.75
1		.30
		9.05
	TAX Tax	.28
		9.33

6

Holiway Inn Guest Check

1		1.25
1		.75
1		4.95
1		2.75
3		.90
		10.60
	Tax	.32
		10.92

7

Holiway Inn Guest Check

1		.75
1		.30
2		.90
1		3.65
		5.60
	Tax	.17
		5.77

8

Holiway Inn Guest Check

1		4.95
1		.30
		5.25
	Tax	.16
		5.41

STUDENT EVENT WORKSHEET KEY CONT'D

9

Holiway Inn Guest Check

2		5.00
2		8.70
2		.60
		14.30
	Tax	.43
		14.73

10

Holiway Inn Guest Check

1		6.75
1		3.60
2		.70
		11.05
	Tax	.33
		11.38

11

Holiway Inn Guest Check

1		5.75
1		8.95
1		10.25
2		14.70
5		1.50
5		2.50
		43.65
	Tax	1.31
		44.96

12

Holiway Inn Guest Check

1		3.95
1		.30
1		.85
1		2.95
1		.30
		8.35
	Tax	.25
		8.60

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

STUDENT EVENT WORKSHEET KEY CONT'D

13

Holiway Inn Guest Check

1		10.60
1		1.25
		11.85
	Tax	.36
		12.21

14

Holiway Inn Guest Check

2		6.50
2		.90
		7.40
	Tax	.22
		7.62

15

Holiway Inn Guest Check

1		6.85
1		.85
1		.30
1		7.75
1		1.25
		17.00
	Tax	.51
		17.51

16

Holiway Inn Guest Check

4		12.00
4		1.20
4		2.00
	ADDITION	25.20
	TAX Tax	.76
		25.96

AH1

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

NAME OF WRITER: Gary Pace
COMPLETE SCHOOL NAME: Arkansas High School
ADDRESS OF SCHOOL: 1500 Jefferson Avenue
CITY, STATE, ZIP: Texarkana, Arkansas 75502
PHONE NUMBER: 501-773-3364
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

COMPETENCIES TO BE TESTED

Knowledge of the uses of forms and records necessary in inventory control

Skill in using forms and records necessary in inventory control

Ability to participate in merchandise counts for physical control

Understanding that stock counts are taken for inventory control purposes and for ordering purposes

Knowledge of the procedures involved in a merchandise count for physical inventory

OBJECTIVES OF THIS EVENT

This event will measure the student's ability to complete a physical inventory count and to complete part of an inventory control sheet.

BRIEF DESCRIPTION OF EVENT

The student will:

1. Complete a physical inventory and report his count on the daily inventory control sheet under Previous Balance Column 5.
2. Given purchases, he will record supplies purchased and received in Column 6.
3. Compute and record inventory in Column 7.

AH3

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Merchandising

EVENT ITSELF

The participant will complete a physical inventory count of supplies which has already been started by another employee. He will be allowed 5 minutes to complete the count and record it in column 5 of the inventory control sheet. He will then be allowed 20 minutes to refer to the following transactions which affect the inventory. He will then be asked to show these transactions and the adjusted inventory on the daily control sheet.

The following items were delivered to #10 Store:

Hot Dogs - 17 lbs.
Whopper Meat - 28 lbs.
Fish - 20 lbs.
Chocolate Mix - 28 gal.
Onions - 26 lbs.
Regular Meat - 50 lbs.
Regular Buns - 13 doz.
Whopper Buns - 15 doz.

Store # 12 picked up the following items from #10 stock:

6 oz. cups - 200
Potatoes - 35 lbs.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Merchandising

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event should be scheduled to allow 25 minutes for each group of participants. Five minutes should be allowed between each group of participants.

Each group should consist of 10 participants.

Example of time frame:
Group A - 9:00-9:25
Group B - 9:30-9:55
Group C - 10:00-10:25

Facilities, Equipment and/or Materials Needed:

5 sets of shelves
5 sets of merchandise to inventory (listed on answer key)
10 clipboards
10 student chairs
Copies of student instruction sheet and event for each participant

Personnel Needed:

Event Manager/Timekeeper
Graders (No judges needed)

Advance Directions to Send to Participants:

None

Minimum Level of Acceptable Performance for Event:

85%

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

STUDENT INSTRUCTION SHEET

Objectives:

To show the student's skill in completing a physical inventory count and his understanding in completing a portion of an inventory control sheet.

Procedures:

You are finishing an inventory that has already been started by another employee. You will be allowed 5 minutes to complete taking a physical inventory count and record your count in column 5 of the inventory control sheet. Twenty minutes will be allowed to refer to transactions affecting the inventory. You will be asked to show these transactions and the adjusted inventory on the daily inventory control sheet.

Materials Needed:

Pencil

Additional Comments:

Ask any questions now. You will not be allowed to talk during this event.

OCCUPATIONAL CATEGORY: Food Service

LEVEL: Master Employee

INSTRUCTIONAL AREA: Merchandising

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge of the uses of forms and records necessary in inventory control

Skill in using forms and records necessary in inventory control

Ability to participate in merchandise counts for physical inventories

Understanding that stock counts are taken for inventory control purposes and for ordering purposes

Knowledge of the procedures involved in a merchandise count for physical inventory

Objectives of this Event:

This event will measure the student's ability to complete a physical inventory count and to complete part of an inventory control sheet.

Directions/Procedures/Judge's Role:

Two graders should be assigned to score this event. The grader refers to the grading key and scores items that are circled on the key, as indicated. No judgement decisions would be necessary.

For each item circled on the key, give:

Column 5 - 4 points - 44
Column 6 - 2 points - 20
Column 7 - 2 points - 36
100 total points

Minimum Level of Acceptable Performance for Event:

85%

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

AH7

INVENTORY CONTROL SHEET

Student I.D.#__________

STORE # 10

					SUNDAY $					MONDAY $					T	
								Sold					Sold			
Line	Item	R#	Qty.	Previous Balance	Pur.	Inv.	Inventory Sold	Inventory Units	Register Units	Pur.	Inv.	Inventory Sold	Inventory Units	Register Units	Pur.	Inv.
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	Whopper Buns	8	Doz.					12					12			
2	Regular Buns	9	Doz.					12					12			
3	Hot Dog Buns	10	Doz.					12					12			
4	Whopper Meat	11	Lb.	80				4					4			
5	Regular Meat	12	Lb.	67				8					8			
6	Hot Dogs	13	Lb.	18				8					8			
7	Cheese	14	Lb.					30					10			
8	Lettuce	15	Lb.	8				16					16			
9	Tomatoes	16	Lb.	10				12					12			
10	Onions		Lb.													
11	Potatoes	17	Lb.					4					4			
12	Fish	18	Lb.	15				4					4			
13	Mix - Vanilla		Gal.													
14	Mix - Chocolate		Gal.	7												
15	Milk		½ Pt.													
16	Cream		Qt.													
17	Coffee		Lb.													
	cups 10oz.															
	cups 6oz.															

OCCUPATIONAL CATEGORY: Food Service
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

Each circled item that is correct on the student's form is worth these points
Column 5 - 4 pts.
column 6 - 2 pts.
column 7 - 2 pts. total 100 pts.

AH8

INVENTORY CONTROL SHEET KEY

STORE # 10

					SUNDAY $					MONDAY $					TUES	
							Sold					Sold				
Line	Item	Ref	Qty.	Previous Balance	Pur.	Inv.	Inventory Sold	Inventory Units	Register Units	Pur.	Inv.	Inventory Sold	Inventory Units	Register Units	Pur.	Inv.
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	Whopper Buns	8	Doz.	13	15	28		12					12			
2	Regular Buns	9	Doz.	18	13	31		12					12			
3	Hot Dog Buns	10	Doz.	9		9		12					12			
4	Whopper Meat	11	Lb.	80	28	108		4					4			
5	Regular Meat	12	Lb.	67	50	117		8					8			
6	Hot Dogs	13	Lb.	18	17	35		8					8			
7	Cheese	14	Lb.	8		8		30					30			
8	Lettuce	15	Lb.	8		8		16					16			
9	Tomatoes	16	Lb.	10		10		12					12			
10	Onions		Lb.	16	26	42										
11	Potatoes	17	Lb.	92	-35	57		4					4			
12	Fish	18	Lb.	15	20	35		4					4			
13	Mix - Vanilla		Gal.	12		12										
14	Mix - Chocolate		Gal.	7	28	35										
15	Milk		½ Pt.	39		39										
16	Cream		Qt.													
17	Coffee		Lb.	14		14										
18	Cups 10 oz			380		380										
19	Cups 6 oz			850	-200	650										

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

NAME OF WRITER: Tommy R. Parker
COMPLETE SCHOOL NAME: Northside High School
ADDRESS OF SCHOOL: North 23rd and B Streets
CITY, STATE, ZIP: Fort Smith, Arkansas 72901
PHONE NUMBER: 501-785-2206
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

COMPETENCIES TO BE TESTED

Understanding the customer approaches such as greeting, merchandise, and service which may be used when opening a sale.

Knowledge of selling features of products and/or services.

Knowledge of how to analyze customer needs.

Skill in advising customer on coordination of accessories.

Skill in opening a sales conversation with a suitable statement or remark.

Skill in determining customer wants and desires during a sale.

Skill in sensing a customer's objections and handling them effectively as possible.

Skill in determining when to close a sale.

A feeling that each customer is an "individual".

OBJECTIVES OF THIS EVENT

The apparel and accessories practical event provides an opportunity for a student to demonstrate his/her ability to effectively perform steps in selling. This event allows the student to use creative and timely statements to sell merchandise.

BRIEF DESCRIPTION OF EVENT

This event (apparel and accessories selling) involves the actual selling of an accessory item to a regular customer who purchased matched (boy-girl) jeans the previous week. The students are expected to sell the customer an accessory item (belts) that would match the jeans. The participating student will have 10 minutes to read the instruction sheet and organize a plan of action. Five minutes will be allowed to successfully complete the sale.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

EVENT ITSELF

This event (apparel and accessories selling) involves the actual selling of an accessory item to a regular customer who purchased matched (boy-girl) jeans the previous week. The students are expected to sell the customer an accessory item (belts) that would match the jeans. The participating student will have 10 minutes to read the instruction sheet and organize a plan of action. Five minutes will be allowed to successfully complete the sale. The major emphasis will be placed on the following areas:

Approach

Presentation

Objectives

Close

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event should be scheduled every fifteen minutes with the following time frame:

Participant briefing - 30 minutes and Presentation - 5 minutes

During the briefing session with the judge and customers, review the customer's duties in the sales demonstration. A practice run of the event will be helpful to the judge and customer.

The adult staff should be briefed on the identification of students and check all participants. Do not allow participants to enter the event with written material.

The adult assistant (in the contest room) should enter identification numbers on evaluation sheets before the event takes place.

A 30 minute briefing for all participants will be necessary to inform the participants of their duties. Time cards must be submitted at this point. Students are to report to the contest five minutes before the contest begins.

Facilities, Equipment and/or Materials Needed:

Stop watch
Evaluation sheets - one per student
Pencils - 10 per section
One display of belts/per student
Room and tables
Jeans in sack that customer previously purchased

Personnel Needed to Conduct Event:

One judge/per section
One customer - adult assistant/per section
One adult assistant to check I.D.'s/per section

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptable Performance for Event: 75%

BA5

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

STUDENT INSTRUCTION SHEET

Objectives

To demonstrate necessary skills in effectively executing the selling steps in apparel and accessories.

Procedures:

You will have ten minutes to read this instruction sheet, and evaluate the situation. Then you will have five minutes to perform the sale before the customer and judge. A customer has been instructed to bring matched (boy-girl) jeans to you that he/she purchased the previous week. He/She is looking at the belts that you have displayed in the store. It is your responsibility to sell the merchandise in the presence of the judge and customer. You will be evaluated on how well you use and execute the selling steps and procedures. The evaluation system is based on the answers given by you and points awarded for how well you execute the selling steps involved. A tie breaker is being used to decide ties scores.

The major emphasis will be placed on the following areas:

Approach: Approached customer in a friendly manner.
Used language and manners that made customer feel important.
Smoothly and logically led into sales demonstration.

Presentation: Determined customers needs.
Demonstrated merchandise.
Maintained customers interest.

Objectives: Overcame objectives with tact.
Turned objection into sales.
Answers were clear and straight forward.

Close: Suggestive selling.
Reassured customers of exchange policy.
Thanked the customers properly.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

CUSTOMER INSTRUCTION SHEET

The previous week you purchased matched (boy-girl) jeans. You have gone back to the store with the jeans to look for an accessory item (belts) to wear with the jeans. You are looking at the belts that are displayed. The student will try to sell you belts to go with the jeans.

BA7

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

JUDGE'S INSTRUCTION SHEET

Competencies:

Understanding the customer approaches such as greeting, merchandise, and service which may be used when opening a sale.

Knowledge of selling features of products and/or services.

Knowledge of how to analyze customer needs.

Skill in advising customer on coordination of accessories.

Skill in opening a sales conversation with a suitable statement or remark.

Skill in determining customers wants and desires during a sale.

Skill in sensing a customers objections and handling them effectively as possible.

Skill in determining when to close a sale.

A feeling that each customer is an "individual".

Objectives:

To demonstrate his/her ability to effectively execute the selling steps.

Directions/Procedures/Judge's Role:

You must understand the steps of a sales and the grading of students, using the judge's

You will need a stop watch to time the students' sales presentation.

Do not let the student go more than 5 minutes on his/her presentation.

The student will come into the room and check belt display and wait on the customer.

The customer will enter the store with the set of jeans in a sack.

The student should approach the customer at the proper time; you will grade the student on his/her approach and through the close of the sale, excluding any type of money transaction.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

JUDGE'S INSTRUCTION SHEET CONT'D

Minimum Level of Acceptable Performance for Event:

Not known.

BA9

Student I.D. #_________

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

EVALUATION SHEET

The following points will be allocated for each section:

Approach	23	Objectives	23
Presentation	30	Close	24

	EXCELLENT	VERY GOOD	FAIR	POOR
I. APPROACH				
A. Approached customer in a friendly manner.	8,7	6,5	5,3	2,1,0
B. Used language and manners that made customer feel important.	7,6	5,4	3,2	1,0
C. Smoothly and logically led into sales demonstration.	8,7	6,5	4,3	2,1,0
II. PRESENTATION				
A. Determined customers needs.	7,6	5,4	3,2	1,0
B. Demonstrated merchandise.	8,7	6,5	4,3	2,1,0
C. Maintained customers interest.	8,7	6,5	4,3	2,1,0
D. Showed benefits of product.	7,6	5,4	3,2	1,0
III. OBJECTIVES				
A. Overcame objectives with tact.	8,7	6,5	4,3	2,1,0
B. Turn objections into sales.	7,6	5,4	3,1	1,0
C. Answers were clear and straightforward.	8,7	6,5	4,3	2,1,0
IV. CLOSE				
A. Suggestive selling.	8,7	6,5	4,3	2,1,0
B. Reassure customer of exchange policy.	8,7	6,5	4,3	2,1,0
C. Thanked the customer properly.	8,7	6,5	4,3	2,1,0

TOTAL (100 total points possible) ________________

Tie Breaker:

A. Section IV - Part A
B. Section III - Part A
C. Section II - Part A

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

NAME OF WRITER: Sue Devero
COMPLETE SCHOOL NAME: Southside High School
ADDRESS OF SCHOOL: 4100 South Gary
CITY, STATE, ZIP: Ft. Smith, Arkansas 72903
PHONE NUMBER: 501-646-5123
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

COMPETENCIES TO BE TESTED:

Attitude that good display of merchandise is a prime factor in developing a customer's interest.

Attitude that color plays an important part in the customer's acceptance of merchandise.

Knowledge of the best arrangements for advertised merchandise on counters, tables, shelves and in windows.

Knowledge of the principles of color, harmony, balance and proportion in display construction.

Attitude that the more customer exposure merchandise has, the more sales it should produce.

OBJECTIVES OF THIS EVENT:

The student will be given the opportunity to exhibit his knowledge of effective window display by rating three pre-set window displays. Participant will also evaluate the effectiveness of the displays by making a traffic count.

BRIEF DESCRIPTION OF EVENT:

The student will be given time to read the instructions regarding this event. The student will then be shown which three stores will be involved in the event. The event will be explained to him by the Series Coordinator and the student will then be given "Window Display Study Sheets". He/she will be asked to evaluate three window displays which have been pre-set.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

EVENT ITSELF

The student will be given time to read the instructions regarding this event. The student will be shown three window displays. He/she will be asked to evaluate the window displays on their Window Display Study Sheet. He/she will also be asked to do a Traffic Count on the window displays.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

DECA STAFF INSTRUCTIONS

Administrative suggestions:

1. The Management of three stores in a given Mall should be contacted prior to the Conference. Permission should be obtained to set up one display in a window of each store.

2. Display Set-up:

   A. Display #1 should be set up with some obviously incorrect display principles used. - e.g., bad balance, poor color choice, etc.

   B. Display #2 should be set up using all of the principles of good display - e.g., balance, proportion, line and direction, etc.

   C. Display #3 should be set up basically correct, but it should have some things in it such as pins scattered on the floor, the carpet turned up in one corner, a pair of scissors left on a shelf, a price card upside-down, etc.

3. Grouping of students:

   Students participating in this event should be divided into groups of fifteen (15). Each GROUP should be assigned a letter from A-G. The student should be handed three copies of the attached Window Display Study Sheet (see Attachment #1). These should have their Student I.D. number and Group letter already on the sheet.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

DECA STAFF INSTRUCTIONS

4. Time frame: Based on 90 students participating, this entire event should be able to be completed in three (3) hours. A sample time frame follows:

Time	Display #1	Display #2	Display #3
12:45	Participant briefing - all students may be briefed at the same time by the Series Director		
12:50	Study time - all students study "Window Display Study Sheet"		
12:55	Questions of students answered by Series Director		
1:00 - 1:10 1:15 - 1:25	Grp. A View display Do traffic cnt.	Grp. B view display Do traffic cnt.	Grp. C view display Do traffic cnt.
1:30 - 1:40 1:45 - 1:55	Grp. B View display Do traffic cnt.	Grp. C view display Do traffic cnt.	Grp. A view display Do traffic cnt.
2:00 - 2:10 2:15 - 2:25	Grp C View display Do traffic cnt.	Grp. A view display Do traffic cnt.	Grp. B view display Do traffic cnt.
2:30 - 2:40 2:45 - 2:55	Grp. D View display Do traffic cnt.	Grp E view display Do traffic cnt.	Grp. F View display Do traffic cnt.
3:00 - 3:10 3:15 - 3:25	Grp. E view display Do traffic cnt.	Grp F view display Do traffic cnt.	Grp D view display Do traffic cnt.
3:30 - 3:40 3:45 - 3:55	Grp. F View display Do traffic cnt.	Grp D view display Do traffic cnt	Grp E view display Do traffic cnt.

NOTE: When student finishes "traffic count" he turns in Window Display Study Sheet to the Coordinator who is timing his event. The Coordinator then turns it over to the Judge for evaluation.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

Facilities, Equipment and/or Materials Needed:

1. Stop watches: 6 stop watches will be needed - one for each of the Coordinators who are to be stationed at each display and traffic count area.
2. Signs: "Poster Board Size" signs reading Display #1, Display #2, and Display #3.
3. Displays: Set up prior to the event in windows of three stores in a Mall area.

Personnel needed to conduct event:

A. 1 - Series Director
   1 - Judge (knowledgeable in Display principles)
   6 - Teacher-Coordinators (Two for each display)

Two Coordinators should be provided for each display. One Coordinator will stand by the display with a stopwatch to tell the students when they are to start and stop viewing the display.

The second Coordinator will stand approximately 30 feet across the Mall from the display. After the students have viewed the display at close range, they will then go to where this Coordinator is standing and will make a traffic count on the display. The Coordinator will make a traffic count at the same time the students are doing it (10 minutes). This will lend validity to the students' traffic counts.

Advance Instructions to send to participants: none

Tie Breaker: Will be broken by Question No. 12

Minimum Level of Acceptable Performance: 75%

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

STUDENT INSTRUCTION SHEET:

You are a Distributive Education student employed in the Apparel and Accessories Department of a large department store. You have been working in the store for a considerable length of time. You are now eligible for promotion to the Display Department of the store. Your chance for promotion will, in part, be determined by how much you know about good display.

The Display Manager of the store has asked you to judge the window displays in three stores in the Mall where you work, and report your evaluation to him on a Window Display Study Sheet which the Series Director of this Event will hand to you.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

STUDENT INSTRUCTION SHEET CONT'D

Objectives

By rating these displays you will have an opportunity to demonstrate your knowledge of display and how these displays would help promote sales.

Procedure::

1. You will be given five (5) minutes to read over the Window Display Study Sheet. At the end of this time, the Series Director will go over the sheet with you and will answer any questions you may have about what you are being asked to do.

2. You will then be assigned to a GROUP. Your GROUP NUMBER and your Student Identification Number should appear on each of the three (3) Window Display Study Sheets the Series Director has given you. Your group will be directed to a Display Area. You will be given a total of 20 minutes to rate each display. You should use the first 10 minutes to complete the upper portion of the Study Sheet. The Coordinator will then tell you to move back away from the window and go to the point where another Coordinator is stationed (across the Mall from the Display Area). This Coordinator will then give you an addiional 10 minutes in which to complete the "Traffic Count" portion of your Window Display Study Sheet.

3. Your GROUP will then be rotated to the second and third Display Areas where the same procedure will be followed.

4. After you have completed the "Traffic Count" at each display, turn in your Window Display Study Sheet to the Coordinator at that Station. She will then give it to the judge.

5. Judging will be based on the correctness of your answers. The Tie-Breaker will be Question No. 12 which is your overall evaluation of the display.

Additional Comments: None

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

JUDGE'S INSTRUCTION SHEET

Competencies

The students you will judge in this event will be given the opportunity to demonstrate their competency in the following areas:

1. Attitude that good display of merchandise is a prime factor in developing a customer's interest.
2. Attitude that color plays an important part in the customer's acceptance of merchandise.
3. Knowledge of the best arrangements for advertised merchandise on counters, tables, shelves and in windows.
4. Knowledge of the principles of color, harmony, balance and proportion in display construction.
5. Attitude that the more customer exposure merchandise has, the more sales it should produce.

Objectives

The students participating in this event will be given the opportunity to exhibit their knowledge of effective window display by rating three pre-set window displays. Participants will also evaluate the display's effectiveness by making a traffic count.

Directions/Procedures/Judge's Role

1. All students participating will meet in a predetermined place.
2. Students will be divided into groups of not more than 15. The groups will be assigned letters from A-Z, as necessary.
3. The Series Director will give each student three Window Display Study Sheets. These Sheets will already have the student's Identification Number and Group Number on them prior to the time they are given to the student. This clerical work will be done prior to the Conference Date.

BB10a

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

JUDGE'S INSTRUCTIONAL SHEET CONT'D

4. The Series Director will brief all of the students on what is to take place after they have had an opportunity to look over the Window Display Study Sheet.

5. The Series Director will then release Groups A, B, & C to begin their event.

6. Immediately after the student completes the Traffic Count portion of his study sheet he will turn it over to the Coordinator who is timing the traffic count and proceed to the next window display he is to evaluate. He should then report in to the Coordinator at that station who will check him off of her list of students.

7. As the Coordinators receive the students' completed Window Display Study Sheets they will be turned over to you for evaluation.

8. When three Window Display Study Sheets have been received for each student and you have evaluated each one, please take an average of the three sheets. This will be the student's final score on this event. Minimum level of acceptable performance is 75%.

9. The Point Count for the Window Display Study Sheet is as follows:

Questions 1 & 2	1 pt each
3 - 11	2 pt each
12	3 pt
13 - 27	1 pt each

10. TIE BREAKER: In the event of a tie, use Question 12 as the tie breaker.

Minimum Level of Acceptable Performance for Event

75%

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

BB11a

EVALUATION SHEET

WINDOW DISPLAY STUDY SHEET

Group Letter ________ Student I. D. Number ________

	For Judge's use only!	
	Pts. Posb. 1 ea	Pts. Rec.
1. Name of store: ________ 2. Location: ________		
3. Description of display: (General theme of display, etc.) ________	2	____
4. Background Materials: (What are they?) ________	2	____
5. Props Used: (What are they?) ________	2	____
6. Merchandise units displayed (What's emphasized and how?) ________	2	____
7. Merchandise accessories displayed: (What are they?) ________	2	____
8. Floor covering in display (What is it?) ________	2	____
9. Show cards and tickets: (Where are they placed?) ________	2	____
0. Type balance used in display: (Formal or informal?) ________	2	____
1. Color scheme used in display: (Monochromatic, analagous, complementary, triadic, other?) ________	2	____
2. Overall evaluation of display: (Give display a grade of A through F. Explain why you gave that grade. If it is a good grade, tell why you think the display is good; if it is a poor grade, make your criticisms and tell what you would do to improve the display.) If more space is needed, you may write on back of this sheet. ________	15	____

Traffic Count	Women	Men	Total	Percent of Total Traffic	Pts. Posb.	Pts. Rec.
Number of people passing by display:	13	14	15	xxxx	3	
Number of people looking at display:	16	17	18	19	4	____
Number of people stopping to look at display	20	21	22	23	4	____
Number of people entering store after looking at display	24	25	26	27	4	____

Total Participant Points 50 ____

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

NAME OF WRITER: J. O. Barton

CAOMPLETE SCHOOL NAME: Northside Nigh School

ADDRESS OF SCHOOL: North 23rd and B Streets

CITY, STATE, ZIP: Fort Smith, Arkansas 72901

PHONE NUMBER: 501-785-2206

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

COMPETENCIES TO BE TESTED

Skill in using color, harmony, balance and proportion in display construction.

Attitude that good display of merchandise is a prime factor in developing a customer's interest.

OBJECTIVES OF THIS EVENT

The contestant will demonstrate the ability to develop customer interest through the effective use of color, harmony, balance, and proportion in the construction of an end display.

BRIEF DESCRIPTION OF EVENT

A display resource person will partially construct an end display featuring a man's suit. Accessory items which complement the display have been omitted. It will be the responsibility of the contestant to make proper choices and complete the display using accessory items which will be supplied. The contestant will be evaluated by display experts who will complete an evaluation sheet which is based on the above stated objectives of this event.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

EVENT ITSELF

A display resource person will partially construct an end display featuring a man's suit. Accessory items which complement the display have been omitted. It will be the responsibility of the contestant to make proper choices and complete the display using accessory items which will be supplied. The contestant will be evaluated by display experts who will complete an evaluation sheet which is based on the above stated objectives of this event.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Time: Each participant will be allowed a maximum of 15 minutes to complete the event.

Judges will be given a maximum of 5 minutes to evaluate each contestant's performance and to dismantle the display for the next contestant. A total of 20 minutes (maximum) will be required for each contestant.

Approximately three contestants per station, per hour can be accommodated. (The number of contestants will necessitate the number of competition stations and the length of time needed to complete the contest.) Judges could move around to different stations to evaluate display if scheduling is staggered. It is not necessary for the judge to observe the participant while he/she is preparing the display.

Room Arrangements: Preferably, this competitive event will be conducted on site at a department store. However, it can be conducted elsewhere if proper facilities are available. Each competition station should be self-contained or arranged to prevent contestants observing each other.

Facilities, Equipment and/or Materials Needed:

It is essential that all competition stations be provided with identical props and display articles.

Equipment and materials needed: the number(s) of each item specified must be multiplied by the number of competition stations deemed necessary by the DECA staff.

Items needed: one male torso; one man's suit of sport coat and matching slacks; three shirts; three ties; one brown belt and one black belt; one pair brown shoes and one pair black shoes; one pant hanger; one sock form, one toiletry set; one table suitable to use as base of end display; one table to be used for accessory items; and table and chairs to accommodate judges.

Personnel Needed to Conduct Event:

Judges - a minimum of two and a maximum of five judges. Judges should be persons from the apparel and accessories merchandising area and be capable of constructing and evaluating display.

Adult Assistants - one event chairperson; a minimum of one adult assistant for each competition station.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

DECA STAFF INSTRUCTIONS CONT'D

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptable Performance for Event:

75%

* A copy of this DECA Staff Instructions will be attached to the Judge's Instruction sheet.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

STUDENT INSTRUCTION SHEET

Objectives:

You are to demonstrate your ability to develop customer interest through the effective use of color, harmony, balance, and proportion in the construction of an end display.

Procedures:

You will be allowed 15 minutes to complete this event. The time will begin when you are handed this student instruction sheet.

You are a salesperson in the men's clothing department of a large, well-known department store. This department store has the image of selling quality men's clothing. One of your duties is to construct displays featuring the items you sell.

An end display featuring a man's suit has been partially completed. It has been done by a professional display person and good display techniques have been employed. It would not be to your advantage to redo that part of the display which has already been completed.

Various items such as pants, furnishings, and accessories have intentionally been omitted from the preconstructed display.

A variety of men's furnishings and accessories will be made available to you. You are to use these furnishings and accessories to complete the display.

The choice of which accessory item(s) to use is left entirely up to your own judgment. You may want to use all, some, or just a few of these items in completing the display.

Your completed display will be judged according to the objectives as stated on this student instruction sheet.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in using color, harmony, balance and proportion in display construction.

Attitude that good display of merchandise is a prime factor in developing a customer's interest.

Objectives:

The contestant will demonstrate the ability to develop customer interest through the effective use of color, harmony, balance, and proportion in the construction of an end display.

Directions/Procedures/Judge's Role:

Refer to the attached Student Instruction Sheet and the DECA Staff Instruction Sheet.

The event chairperson and adult assistant will be responsible for contestant briefing, and overall smooth operation of the event.

As a judge, you are responsible for constructing a partial end display in each of the competition stations. You are to dress the torso in a shirt, tie, and coat. (The dressed torso in each competition stations should be identical.) Additional furnishings and accessories, from which the contestants will chose items, will be placed on a work area other than the end display.

After each contestant has finished, you will evaluate the contestant's performance by completing the evaluation sheet. After the evaluation sheet has been completed, all furnishings and accessories placed in the display area by the previous contestant will be removed and the next contestant will begin his/her competition.

Removal of furnishings and accessories can be accomplished by the adult assistants in order to allow judges maximum time in evaluating the displays.

It is not necessary for you to observe the contestant while he/she is preparing the display.

Minimum Level of Acceptable Performance for Event:

75%

Student I.D.#________________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

EVALUATION SHEET

Enter the number of points each contestant is awarded for each category in the blank at the end of the line. Use the following scale in determining points for each item:

EXCELLENT - 20-18 - The contestant exhibited an extremely professional performance and would rank in the top 10% of persons employed in this area.
ABOVE AVERAGE - 17-14 - The contestant performed very good and would rank in the top 20-30%.
AVERAGE - 13-8 - The performance of the contestant was acceptable.
BELOW AVERAGE - 7-4 - The contestant was somewhat ineffective and would need additional training in this area.
POOR - 3-0 - The contestant was totally ineffective.

SCORE

_____ 1. USE OF COLOR: Did the contestant use colors to achieve a striking, appropriate, effective, coordinated effect?

_____ 2. HARMONY: Did the contestant arrange the merchandise in such a manner that the eye moves through the display in a systematic, logical order?

_____ 3. BALANCE: Did the contestant place the merchandise in a manner which created a pleasing distribution of weight?

_____ 4. PROPORTION: Did the contestant place the merchandise in the display area so that a pleasing effect was achieved?

_____ 5. POWER TO CREATE INTEREST: Did the contestant make effective use of items selected to create a striking, unusual appearance?

_____ TOTAL SCORE (100 possible points)

Tie Breaker:

Section 5, then 1, 2, 3, 4.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

NAME OF WRITER: Nan Nelson

COMPLETE SCHOOL NAME: Stuttgart High School

ADDRESS OF SCHOOL: P. O. Box 928

CITY, STATE, ZIP: Stuttgart, Arkansas 72160

PHONE NUMBER: 501-673-3561

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

COMPETENCIES TO BE TESTED

Ability to inform customer of special events or promotions within the store.

Knowledge of the principles of color, harmony, and balance in the construction of a point-of-sale sign.

OBJECTIVES OF THIS EVENT

Skill in making a point-of-sale sign which effectively conveys a sales message to the customer will be demonstrated by making such a sign when given prepared materials with a positive rating of seven out of a total of nine possible answers.

BRIEF DESCRIPTION OF EVENT

Each participant will be furnished materials necessary to prepare a point-of-sale sign. Product information will be provided.

The participant will be evaluated on the effectiveness of the sales message of the point-of-sale sign.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

EVENT ITSELF

Directions:

Make a point-of-sale sign on the poster paper provided that would effectively sell the merchandise described below.

You have just received a shipment of new pessant blouses made by Bobbie Brooks that have been extensively, nationally advertised as having the versatility to be worn with skirts, shorts, or pants. These blouses are available in assorted pastel colors. Sizes are small, medium and large. A short-sleeve blouse sells for $10; a three-quarter sleeve blouse sells for $12. These prices are competitive with other brands.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event should be completed in 30 minutes. One large room is required.

Facilities, Equipment and/or Materials Needed:

Work Tables
11" X 14" Black signs
Poster board, pastels, magic markers, rulers, erasers, pencils
Information sheets

Personnel Needed to Conduct Event:

Event Chairman
Three judges
Time keeper

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

80% based on 100 possible points

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

STUDENT INSTRUCTION SHEET

Objectives:

You will be able to effectively convey a sales message to the customer by preparing a point-of-sale sign from information provided.

Procedures:

You will be allotted 30 minutes to complete a point-of-sale sign according to the event sheet. You will be evaluated on the effectiveness of your sign in conveying a sales message.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

JUDGE'S INSTRUCTION SHEET

Competencies:

Ability to inform customer of special events or promotions within the store.

Knowledge of the principles of color, harmony, balance in the construction of a point-of-sale sign.

Objectives:

Skill in making a point-of-sale sign which effectively conveys a sales message to the customer will be demonstrated by making such a sign when given prepared materials with a positive rating of seven out of a total of nine possible answers.

Directions/Procedures/Judge's Role:

The participants will be completing a point-of-sale sign. You are to judge them based on the attached rating sheet.

Minimum Level of Acceptable Performance for Event:

80% (7 out of 9 possible)

BB7c

Student I.D. #______________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

EVALUATION SHEET

Directions: After studying the point-of-sale sign, answer the following questions, marking your answer in the space provided. Each "yes" answer receives ten points. "No" answers receive no points. Place total points awarded in the box marked Total.

YES NO

____ ____ 1. Is the sign eye-catching?

____ ____ 2. Does the sign mention any special features of the product?

____ ____ 3. Is the sign neat and clean?

____ ____ 4. Does the sign take advantage of national advertising or trade name?

____ ____ 5. Is the sign uncluttered (not too much information, not too wordy)?

____ ____ 6. Is the sign balanced?

____ ____ 7. Is price information included in the sign?

____ ____ 8. Is the lettering all of the same style, or have redeeming value by not doing so?

____ ____ 9. Is sign easy to read?

____ ____ 10. Was the size included?

__________ TOTAL

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Human Relations

COMPETENCIES TO BE TESTED

Understanding the ways to effectively handle difficult customers.

Skill in exercising self-control during trying situations.

Skill in maintaining an objective point of view in problem situation.

Attitude that next to job performance, human relations is an employee's greatest responsibility.

Knowledge of how to show an interest in others.

Skill in demonstrating initiative and creativity.

OBJECTIVES OF THIS EVENT

When given a case problem dealing with the Apparel and Accessories industry, the participant will demonstrate the ability to maintain good human relations in handling the customer in a difficult situation.

BRIEF DESCRIPTION OF EVENT

The participant will be given time to read and study a case problem dealing with human relations. The event will be one of role-playing. The participant will be a salesperson in an apparel shop for women and children.

The setting will include merchandise and a customer.

Each participant will be evaluated on his/her ability to handle the situation set forth in the case problem and maintain good human relations with the customer.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

EVENT ITSELF

The participant will be given time to read and study a case problem dealing with human relations. The event will be one of role-playing. The participant will be a salesperson in an apparel shop for women and children. The setting will include merchandise and a customer. Each participant will be evaluated on his/her ability to handle the situation set forth in the case problem and maintain good human relations with the customer.

The customer will enter the store with the purpose of returning merchandise that was purchased a week ago. The merchandise has been laundered and the colors ran together; therefore, the lettering is no longer legible on the garment. The customer is furious since she followed the laundering instructions. She does not wish to exchange for another garment like the one she is returning. According to store policies you cannot make a refund.

What do you do?

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUSTIONAL AREA: Human Relations

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

1. A briefing for all participants should be held. At this time entry cards should be checked and each participant should be given a number and a time to report for competition. Participants should report to a designated place outside the room where competition will be held. Participants should be scheduled ten (10) minutes apart.

2. When participant arrives at the scheduled time, he/she will be given the case problem. Five (5) minutes will be allotted for the participant to study the case problem and ask questions.

3. Upon entering the room for competition, participant will be allowed two (2) minutes to get familiar with the set-up, while judges complete their ratings of the previous contestant.

4. Eight (8) minutes will be allotted for solving the problem with the customer.

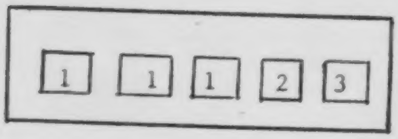
5. In case of the tie, judges will review rating sheets and determine the winner.

6. The event chairperson, adult assistants, and judges whould meet at least thirty (30) minutes before the arrival of the first contestant in order that they may role-play the event. This is important so that the judges will be better prepared to rate the first contestant. Also any questions could be answered as well as suggestions made for the event to run more smoothly.

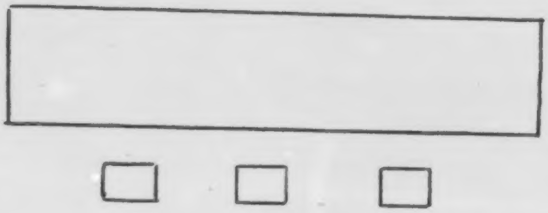
Facilities, Equipment, and/or Materials Needed:

Participant and judge instruction sheets, pencils, case problems, garments, note pads, cash drawer, sales slip, and a watch.

Tables and chairs in contest room. See diagram next page.



1 - Displayed Merchandise
2 - Note Pad
3 - Cash Drawer



Judges' Table

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

DECA STAFF INSTRUCTIONS CONT

Personnel Needed:

1 Event Chairperson

1 Adult Assistant

1 Customer

2 Judges

Advance Directions to Send to Students:

None

Minimum Level of Acceptable Performance for Event:

Has not been established.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

STUDENT INSTRUCTION SHEET

Objectives:

To determine the participants ability to maintain good customer-salesperson relations.

Procedures:

1. You will be given five (5) minutes to read the case problem and to develop your thoughts.
2. You will then enter the selling area where you will have two (2) minutes to familiarize yourself with the merchandise before the customer approaches you.
3. You will be given a maximum of eight (8) minutes to take care of the problem situation.
4. Judging will be based on your ability to handle the situation with the use of good human relations techniques in a tactful, effective manner.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Human Relations

CASE PROBLEM

You are a salesperson in an apparel shop for women and children. The setting will include merchandise and a customer. The customer will be returning merchandise that was purchased a week ago. The merchandise has been laundered, and the colors ran together. The lettering on the merchandise is no longer legible. According to store policies you cannot make a refund.

BC9

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Human Relations

CUSTOMER INSTRUCTION SHEET

The customer will enter the store with the purpose of returning merchandise that was purchased a week ago. The merchandise has been laundered and the colors ran together; therefore, the lettering is no longer legible on the garment.

The customer is furious since she followed the laundering instructions. She does not wish to exchange for another garment like the one she is returning.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

JUDGE'S INSTRUCTION SHEET

Competencies:

Understanding the ways to effectively handle difficult customer.

Skill in exercising self-control during trying situations.

Skill in maintaining an objective point of view in problem situations.

Attitude that next to job performance, human relations is an employee's greatest responsibility.

Knowledge of how to show an interest in others.

Skill in demonstrating initiative and creativity.

Objectives of the Event:

When given a case problem dealing with the Apparel and Accessories industry, the participant will demonstrate the ability to maintain good human relations in handling the customer in a difficult situation.

Directions/Procedures/Judge's Role:

Each participant will be given the attached case problem for role-playing a situation whereby he/she must demonstrate the ability to handle a difficult situation and at the same time maintain good customer-salesperson relations.

The participant will have been allotted five (5) minutes to study the case problem and ask questions before entering the room. He/she will be allowed two (2) minutes to study the set-up before the customer arrives. Eight (8) minutes will be allowed for the participant to solve the problem with the customer.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

JUDGE'S INSTRUCTION SHEET CON'T

Minimum Level of Acceptable Performance for Event:

Has not been established.

BC12

Student I.D. #__________________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

JUDGE'S RATING SHEET

Instructions:

Enter the number of points each participant is awarded for each question in the blank provided. Use the following scale in determining points for each item.

0-2	POOR	The participant was totally ineffective; perhaps this person should not work in sales.
3-4	BELOW AVERAGE	Participant was somewhat ineffective; needs additional training.
5-6	AVERAGE	Participant did a good job; acceptable work.
7-8	ABOVE AVERAGE	Participant did a very good job and would rank in the top 20-30% of the sales force.
9-10	EXCELLENT	Participant reacted extremely professionally and would rank in the top 10% of the sales force.

SCORE

_____ 1. Show an understanding of ways to effectively handle difficult customers.

_____ 2. Show an understanding of the basic problem in the situation.

_____ 3. Give an acceptable solution to the problem.

_____ 4. Seem aware that exercising self-control must be done in trying situations.

_____ 5. Show skill in being objective in problem situations.

_____ 6. Seem to realize that human relations is an employee's greatest responsibility next to job performance.

_____ 7. Demonstrate an awareness of the importance of using tact (the ability to express ideas and opinions so they do not offend others).

_____ 8. Show an understanding of the importance of courtesy (well mannered conduct in considering others) in dealing with the customer.

_____ 9. Show a genuine interest in the customer.

_____10. Show skill in demonstrating initiative and creativity.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

NAME OF WRITER: Therese Lynch
COMPLETE SCHOOL NAME: Stuttgart High School
ADDRESS OF SCHOOL: P. O. Box 928
CITY, STATE, ZIP: Stuttgart, Arkansas 72160
PHONE NUMBER: 501-565-0314
YEAR DEVELOPED: 1977

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

COMPETENCIES TO BE TESTED

Knowledge of how to address other people in a business-like matter whether they are customers, fellow employees, supervisors or management.

Skill in communicating effectively with customers, coworkers, and supervisors.

Skill in interpreting store policies to customers.

A realization that first impressions are important to the business and last impressions are longest remembered.

Skill in listening to and following directions.

OBJECTIVES OF THIS EVENT

When given a situation, the student will effectively explain the store policies of returned items to the customer of an apparel and accessories store.

BRIEF DESCRIPTION OF EVENT

Each participant will be given a set of store policies and a brief description of the company. He/She will then encounter a customer who wishes to return a piece of merchandise purchased at a sale price. The participant will be evaluated on his/her communication skills in resolving this problem.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

EVENT ITSELF

Your store is a small sportswear store that thrives on repeat business. Many customers come back time and time again. Your store maintains a very relaxed, casual atmosphere. Management strongly supports the idea that the customer must be satisfied.

Your store has the following policy concerning returned items. When a customer returns a sale item, the salesperson is urged to try to get the customer to choose another piece of merchandise that is of at least that amount. If the customer cannot find merchandise that is acceptable, the salesperson should try to get them to take a credit memo for future purchases. As a last resort, the salesperson may give a cash refund, but only if the customer will not accept the merchandise or the credit memo. Cash refunds must be approved by the manager. It is not necessary to have the manager's signature for the refund; verbal approval will be sufficient.

You must remember that when money is removed from the cash register, a record of this withdrawal must be made. This will keep your register from being out of balance at the end of the day.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

CREDIT MEMO

04210

CREDIT MEMO

DATE ____________________

Customer's name ____________________

Address ____________________

Sold by	Chrg.	On Account	Cash

	TOTAL		

All items and returned goods MUST be accompanied by this bill.

Rec'd by ____________________

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event should be run in the following time frame:
5 minutes - briefing
5 minutes - study
5 minutes - presentation

Judges can finalize scoring while new participants are studying.

During the briefing session with the judges, review the problem situation very carefully and supply the judges with copies of the sheets describing the company and the customer instructions. Explain the rating scale to the judges at this time and answer any questions.

While participants are studying the case problem, the event chairperson should enter the participant ID numbers on the evaluation sheet and give the sheets to the judge.

Facilities, Equipment and/or Materials Needed:

This event would ideally be run at a small jeans store, but with proper accessories and displays, a room at the convention center could be utilized. If this is not run at a store, a cash register, some merchandise for display, and one pair of jeans must be gathered from a local business.

Participants will need one copy of a credit memo, play money, a teletrainer, and a cash register. The customer must have a pair of jeans to return and should have a small selection of merchandise to look at and reject. Judges will need chairs and tables. Managers will need a room divider or screen, table and chair.

Personnel Needed to Conduct Event:

Event chairman, adult assistant for each section, judge for each section, one customer for each section, and one manager for each section.

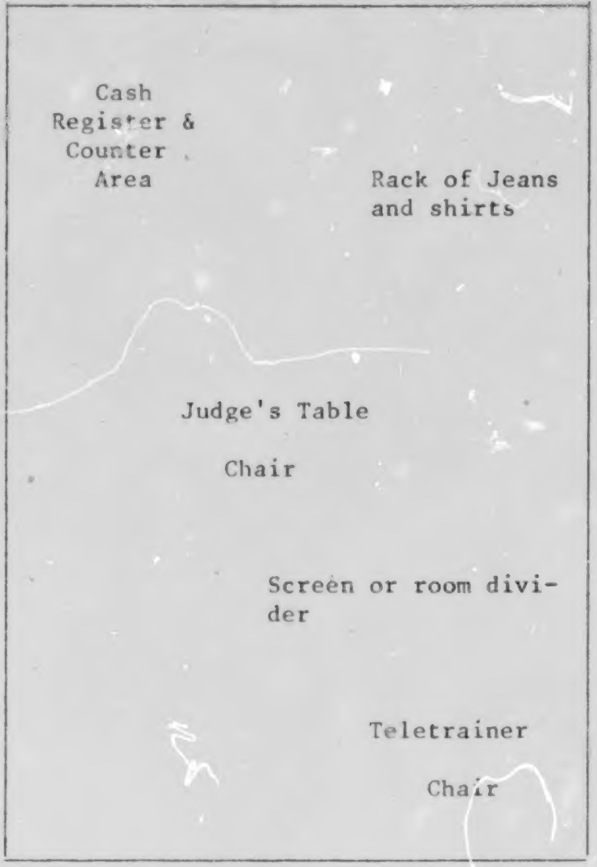
Minimum Level of Acceptable Performance for Event:

65%

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

DECA STAFF INSTRUCTIONS CONT'D

Diagram of Facilities:


Cash Register & Counter Area
Rack of Jeans and shirts
Judge's Table
Chair
Screen or room divider
Teletrainer
Chair

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

STUDENT INSTRUCTION SHEET

Your store is a small sportswear store that thrives on repeat business. Many customers come back time and time again. Your store maintains a very relaxed, casual atmosphere. Management strongly supports the idea that the customer must be satisfied.

Your store has the following policy concerning returned items. When a customer returns a sale item, the salesperson is urged to try to get the customer to choose another piece of merchandise that is of at least that amount. If the customer cannot find merchandise that is acceptable, the salesperson should try to get them to take a credit memo for future purchases. As a last resort, the salesperson may give a cash refund, but only if the customer will not accept the merchandise or the credit memo. Cash refunds must be approved by the manager. It is not necessary to have the manager's signature for the refund; verbal approval will be sufficient.

You must remember that when money is removed from the cash register, a record of this withdrawal must be made. This will keep your register from being out of balance at the end of the day.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

STUDENT INSTRUCTION SHEET CONT'D

Objectives:

You will be able to effectively communicate the store policy of returned sale items, keeping in mind that the customer must leave satisfied.

Procedures:

You will receive instruction from the chief advisor.

You will be given an information sheet describing the store and its policies. You should use this information when reacting to a customer who is returning an item that was purchased at a sale price.

You will be evaluated on the following: explanation of company policies, correct use of grammar, the legibility of your handwriting so that errors in amounts can be eliminated, whether the customer leaves satisfied and has a good last impression, and use of a business-like manner with customers.

Materials Needed:

Pen or pencil
Ticket
Telephone

Additional Comments:

None

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

CUSTOMER INSTRUCTION SHEET

You are returning a pair of jeans that have shrunk more than you had anticipated. You followed all laundering instructions very carefully and feel that you have received faulty merchandise. You had purchased these jeans on sale and now want to return them.

You should turn down the first offer of merchandise saying that you are afraid it might shrink. If the salesperson makes a second offer of merchandise, you are again to refuse. The salesperson will want to give you a credit memo. You are not to accept it. Tell the salesperson that you need a replacement for the jeans today; you found nothing in their store to replace them, and you want your money back.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge of how to address other people in a business-like manner whether they are customers, fellow employees, supervisors, or management.

Skill in communicating effectively with customers, coworkers, and supervisors.

Skill in interpreting store policies to customers.

Skill in effective use of speech and vocabulary.

A realization that first impressions are important to the business and last impressions are longest remembered.

Skill in listening to and following directions.

Objectives:

When given a situation, the participant will effectively explain the store policies of returned items to the customer of an apparel and accessories store.

Directions/Procedures/Judge's Role:

You are to watch a role-playing situation between a customer and a salesperson. The store policy is attached as are the instructions that have been given to the customer. Please score the student on his/her communication skills. The evaluation sheet is attached.

Minimum Level of Acceptable Performance for Event:

65%

BD1b

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

NAME OF WRITER: Nan Nelson

COMPLETE SCHOOL NAME: Stuttgart High School

ADDRESS OF SCHOOL: P. O. Box 928

CITY, STATE, ZIP: Stuttgart, Arkansas 72160

PHONE NUMBER: 501-673-3561

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel And Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

COMPETENCIES TO BE TESTED:

Skill in satisfactorily handling customer inquiries.

Skill in writing saleschecks legibly so that errors in delivery, quantities sent and amounts charged for can be eliminated.

OBJECTIVES OF THIS EVENT:

Skill in writing a salescheck legibly for product requested in a letter and correct tabulation of that salescheck.

BRIEF DESCRIPTION OF EVENT:

A letter requesting a product will be provided. A salescheck for this product must be completed. The student will be evaluated on the legibility and tabulation of the salescheck.

OCCUPATIONAL CATEGORY: Apparel And Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

EVENT ITSELF

1489 Putnam
Woodtown, AR 73214

Nan's Nook
823 North Main
Allenville, AR 71243

Dear Madam:

While on vacation in your lovely town last week, I was browsing in your store and saw a sign for Bobbie Brooks peasant tops. I looked at the tops and thought that my daughter might enjoy them, but you know how daughters are! So, I decided to wait until I returned home and talked it over with her and she would like to have several of them.

If you still have these available in the needed sizes and colors, would you please send me the following: one pale yellow short-sleeve peasant top, two pink peasant tops (one short-sleeve and one three-quarter sleeve), and one lime green short-sleeve pink one and send it in size medium. I want it for myself.

Please charge this to my VISA Account #4016-3328-174. Along with the tops send me a receipt. Send the tops to the above address.

Sincerely,

Ann Gale

OCCUPATIONAL CATEGORY: Apparel And Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

EVENT ITSELF CONT'D

BLANK SALESCHECK FORM

NAN'S NOOK

823 North Main

Allensville, Arkansas 71243

Date ____________ 19 ____

Sold to ______________________________

Address ______________________________

City ______________________________ State ____________ Zip ____

Cash	Charge	COD	Sold by

Dept	Qt	Description	Unit Price		$	
02						
02						
02						
02						
02						
02						
02						
02						
02						
		Subtotal				
		Sales tax 3%				
		Total				

OCCUPATIONAL CATEGORY: Apparel And Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

DECA STAFF INSTRUCTIONS

Administrative Suggestions

This event should be completed in 15 minutes. Two rooms, an event room and a holding room where instructions can be read, are needed.

Facilities, Equipment and/or Materials Needed

Work tables, pencils.

Personnel Needed

Event chairman, three judges, timekeeper

Advance Directions Sent to the Participants

None

Minimum Level of Acceptance Performance for Event

80% based on 100 points possible

OCCUPATIONAL CATEGORY: Apparel And Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

STUDENT INSTRUCTION SHEET

Objectives

You will legibly complete and correctly tabulate a salescheck from information provided.

Prodedures

You will be alloted 15 minutes to complete a salescheck based on the customer letter attached. You will be evaluated on legibility and correctness of salescheck.

Materials Needed

None

Additional Comments

None

OCCUPATIONAL CATEGORY: Apparel And Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

JUDGE'S EVALUATION SHEET

Competencies

Skill in writing saleschecks legibly so that errors in delivery, quantities sent and amounts charged for can be eliminated.

Objectives

Skill in writing a salescheck legibly for product requested in a letter and correct tabulation of that salescheck with a positive rating of 13 out of 15 possible answers.

Directions/Procedures/Judge's Role

The participants will be completing a salescheck based on a customer letter. You are to judge them based on the attached rating sheet.

Minimum Level of Acceptable Performance for Event

80% 13 of 15 possible

OCCUPATIONAL CATEGORY: Apparel And Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

SALESCHECK EVALUATION SHEET

	CHECK LIST	
	YES	NO
Does the salescheck have the current date?		
Does the salescheck have the customer's name and address?		
Does the salescheck indicate who sold the item?		
Does the salescheck indicate the type of transaction- cash, COD, or charge?		
Does the salescheck indicate the correct department and quantity from which each item of merchandise was purchased?		
Does the salescheck give a brief description of each item of merchandise purchased?		
Does the salescheck indicate correct unit price and extension amount for each item of merchandise purchased?		
Does the salescheck indicate correct sales tax for the merchandise purchased?		
Does the salescheck indicate the correct sales tax for the merchandise purchased?		
Does the salescheck indicate the correct grand total for the merchandise purchased?		
Is the salescheck easy to read?		
TOTAL		

BD9b

OCCUPATIONAL CATEGORY: Apparel And Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

BLANK SALESCHECK FORM

NAN'S NOOK

823 North Main
Allensville, Arkansas 71243

Date Current 19

Sold to Ann Gale

Address 1489 Putnam

City Woodtown State AR Zip 73214

Cash [✓ Charge] COD Sold by Participant's name or initials

Dept	Qt	Description	Unit Price		$	
02	1	pale yellow s/s top	10	00	10	00
02	1	pink s/s top	10	00	10	00
02	1	pink 3/4/s top	12	00	12	00
02	1	lime green s/s top	10	00	10	00
02						
02						
02						
02						
02						
		Subtotal			42	00
		Sales tax 3%			1	26
		Total			43	26

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

NAME OF WRITER: F. E. Roomsburg

COMPLETE SCHOOL NAME: Harrison High School

ADDRESS OF SCHOOL: 423 South Pine

CITY, STATE, ZIP: Harrison, Arkansas 72601

PHONE NUMBER: 501-741-8223

YEAR DEVELOPED: 1977

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

COMPETENCIES TO BE TESTED

Knowledge of how to determine a cash register error, the amount and how to correct it on proper form.

Skill in accurately calculating the exact amount of a customer's purchase.

Skill in making change and using the cash register.

Skill in being able to properly and correctly handle employee discounts.

OBJECTIVES OF THIS EVENT

Student will be able to correct cash register error, accurately compute total of customer's purchases, compute employee discount, use cash register, and make change.

BRIEF DESCRIPTION OF EVENT

The student will be told that a new employee has made an error in checking out another employee's purchases. This is the first item that has been rung up on the cash register. The contestant is expected to complete the correction form used by the business, clear the cash register and recheck this item and the remainder of the customer's purchases.

This situation involves correcting the error on the cash register, ringing up each purchase, totaling the purchases, and deducting the employee discount of 15%, and counting change back to the customer.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVENT ITSELF

A new employee has made an error on the cash register checking another employee's purchases. An item costing $2.50 has been rung up as $25.00. The contestant has been told to correct the error on the proper cash register correction form and begin the checkout procedure again checking all items purchased by the other employee.

This will involve ringing up each item correctly, totalling the purchases, computing an employee discount of 15%, deducting the discount, determining the amount of the sale, and counting back change to the customer.

Cash Register Correction Form

Cash Register Correction

Amount of over ring ____________________

Amount of under ring ____________________

____

____

Signature of Employee

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

6

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Brief contestants as a group and answer all questions thoroughly. Allow enough time after the briefing for each contestant to practice and become familiar with the cash register (if this information is sent to the student in advance, this may not be necessary). This event should be scheduled every 15 minutes (5 minutes for briefing and 10 minutes for actual event). Give contestants case problem five minutes before they are scheduled to perform. Adequate checkout areas should be set up taking into consideration the number of contestants entered in the contest. Prior to the actual competition, a run through of the event should be conducted so that all judges will understand the evaluation procedure. Place pencils, pad and correction forms where they will be accessible to the checker. Ring up $25.00 on cash register before contestant comes to checking area. The judge or an assistant should time each contestant's performance.

Facilities, Equipment, and/or Materials Needed:

Pens or pencils, pads, cash registers, correction forms for cash register errors, change for cash registers, checkout stands or tables.

Ten (10) items of merchandise for each checkout area.

Instruction sheets for judges, contestant evaluation sheets, roster of contestants, pencils.

Case problem and instructions for contestants.

Stop watch or timer for each checkout area.

Judge will check cash register tape after each contestant performs.

A complete record of the transaction will be given to each judge to be used in checking cash register tape. This will include listing of all items checked and cost, total cost of all items, amount of employee discount, and amount of sale after deducting employee discount.

Personnel Needed to Conduct Event:

One event chairperson
Two assistants per checkout area
At least one judge for each checkout area
One assistant to act as employee being checked out at each cash register

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

DECA STAFF INSTRUCTIONS CONT'D

Advance Instructions to Send to Participants:

The student should know in advance the type of cash register to be used in this event.

Minimum Level of Acceptable Performance for Event:

60%

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

STUDENT INSTRUCTION SHEET

Objectives:

You will be given a situation dealing with the apparel and accessories business. You will demonstrate your skill, accuracy, and efficiency in the use of the cash register, and mathematic procedures involved in handling the problem.

Procedures:

You will be given five minutes to read the cash problem and develop your thoughts. You will then be escorted to the checkout area where you will greet the other employee, correct the error on the cash register and complete the checkout procedure. You may not talk to the judges. The judges will not discuss procedure with you during performance of skills. Judging will be based on your skill, accuracy, and efficiency in making correction and completing the checkout procedure.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge of how to determine a cash register error, the amount and how to correct it on proper form.

Skill in accurately calculating the exact amount of the customer's purchase.

Skill in being able to properly and correctly handle employee discounts.

Skill in making change and using the cash register.

Objectives:

Student will be able to correct cash register errors, accurately compute total of customer's purchase, compute employee discount, use cash register efficiently, and make change. This event will be timed and should be completed as quickly as possible.

Directions/Procedures/Judge's Role:

Contestant will be escorted to checkout area and greet other employee at checkout area. Contestant will correct error and checkout other employee's purchases, total purchases, compute employee discount at the rate of 15%, deduct discount and determine amount of sale, and count back change to customer.

The enclosed evaluation form will be used to determine the contestants score. Contestants should be timed to use as a tie breaker in case of a tie. Contestant scoring the most points out of 100 possible will be declared the winners. Judges will check each cash register tape for errors. The judge or an assistant will time each contestant.

Minimum Level of Acceptable Performance for Event:

Minimum level of acceptable performance will be 60%. In case of a tie, the contestant with the fastest time will be declared the winner. If this does not break the tie, the contestant with the samllest number or errors on all skills judged will be the winner. If this does not break the tie, the contestant who correctly computed the employee discount will be declared the winner.

BE8a

Student I.D.#________________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVALUATION SHEET

Enter the number of points each contestant is awarded for each skill performed. If contestant does not perform skill with 100% accuracy no points are awarded. Each contestant can score up to 100 points.

Possible Points	Points Scored	
10	______	Required store procedure was followed in correcting cash register error (showed total amount of cash register error on the store correction form and rechecked the merchandise correctly)
10 items 5 points per item	______	Rang up all items on cash register correctly (50 points possible)
15	______	Computed employee discount correctly
15	______	Sales total after deducting discount is correct
10	______	Change was counted correctly using the contestants final sales total (no penalty if change was counted correctly but sales total is incorrect)
	______	Total Points

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

NAME OF WRITER: Danny Steele

COMPLETE SCHOOL NAME: McClellan High School

ADDRESS OF SCHOOL: 9417 Geyer Springs Road

CITY, STATE, ZIP: Little Rock, Arkansas 72209

PHONE NUMBER: 501-565-0314

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

COMPETENCIES TO BE TESTED

Multiply and extend figures with facility

Add columns of figures with facility

Accurately compute employee discounts, delivery charges, etc. when writing and computing sales checks

Use and translate percentages

Compute, record and report local, state and federal taxes which must be applied in the sale of goods

OBJECTIVES OF THIS EVENT

To determine the student's ability to use mathematical skills when writing a customer sales ticket

BRIEF DESCRIPTION OF EVENT

The student will pose as a sales person and will be presented with a quantity of merchandise by one customer and by one fellow employee. The student will then proceed to record the merchandise on a sales slip, figure the tax, alteration charges, employee discount, and delivery charges. The information will be recorded within a time limit of five minutes.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

EVENT ITSELF

The participant will pose as a sales person and will be presented with a quantity of merchandise by one customer and by one fellow employee. The student will then proceed to record the merchandise on a sales slip, figure the tax, alteration charges, employee discount, and delivery charges. The information will be recorded within a time limit of five minutes.

The participant will role play as a customer and as an employee to each student. As soon as the student completes the sales slip for customer number one, the customer immediately assumes the role of the fellow employee. The participant will be given the information listed below for each customer situation.

Customer #1: Name-Edith Richmond. You will take six items to the student. You will instruct the student that you want two items altered, pay cash and have the merchandise delivered.

Employee: Name-Lynn Rhudy. You will take five items to the student. Tell the student you are an employee and that you need one of the items altered.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

1. Participant briefing session:

   Explain to the student the information contained in the event description and the student instruction sheet.

2. Customer briefing session procedure:

   Explain the information contained on the customer instruction sheet.

3. Special items: Check-out stand, sales slips, tagged merchandise, pens or pencils, timing device.

Facilities, Equipment, and/or Materials Needed:

Sales slips, pens or pencils, merchandise (tagged), sales slip keys, extra charges list, scratch paper, check-out stand, timing device.

Personnel Needed:

Event Chairperson

Customer/Employee

Adult Assistant

Advance Directions to Send to Students:

None

Minimum Level of Acceptable Performance for Event:

80%

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

STUDENT INSTRUCTION SHEET

Objectives:

To determine the student's ability to use mathematics skills when writing a customer sales ticket.

Procedures:

You will play the role of the salesperson. A fellow employee and a customer will bring a number of items of merchandise to you and you will perform the following for each of the customers.

1. Record the item on the sales slip with the per-item price.
2. Record the extended prices.
3. Add delivery charges if applicable, at $1.50 per delivery.
4. Add alteration charges if applicable, at $2.50 per item.
5. Deduct employee discount of 20% to merchandise only, if applicable.
6. Subtotal the bill.
7. Add 3% sales tax to all items.
8. Total the bill.

Materials Needed:

1. Merchandise with price tags
2. Sales tickets
3. Pen or pencils
4. Stop watch

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

Additional Comments:

The key to this event will be determined by the items selected for use in the event. The key will have to be developed at the test site, based on merchandise selected.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

CUSTOMER INSTRUCTION SHEET

You will role play as a customer and as an employee to each student. As soon as the student completes the sales slip for customer #1, you will immediately assume the role of the fellow employee. You will give the information listed below for each customer situation.

Customer #1: Name - Edith Richmond: You will take six items to the student. You will instruct the student that you want two items altered, pay cash and have the merchandise delivered.

Employee: Name - Lynne Rhudy: You will take five items to the student. Tell the student you are an employee and that you need one of the items altered.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

JUDGES' INSTRUCTION SHEET

Competencies:

Multiply and extend figures with facility

Add columns of figures with facility

Accurately compute employee discounts, delivery charges, etc. when writing out and computing sales checks

Use and translate percentages

Compute, record and report local, state, and federal taxes which must be applied in the sale of goods

Objectives of the Event:

To determine the student's ability to use mathematics skills when writing a customer sales ticket

Directions/Procedures/Judge's Role:

You are to observe the role-playing situation between the student and the customer. When the five (5) minute time limit is up, you are to stop the student, whether he has finished or not, and check the sales tickets.

Minimum Level of Acceptable Performance for Event:

80%

BE9b

Student I.D. #__________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVALUATION SHEET

Complete the sales tickets after the merchandise has been selected.

Sales Check				
Month day	Dept.	Clerk No.	Check No.	
Quantity	Description	at	Amount	
	Sales Tax			
	Total			

Sales Check				
Month day	Dept.	Clerk No.	Check No.	
Quantity	Description	at	Amount	
	Sales Tax			
	Total			

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

NAME OF WRITER: Gary Haver

COMPLETE SCHOOL NAME: North Pulaski High School

ADDRESS OF SCHOOL: 718 Harris Road

CITY, STATE, ZIP: Jacksonville, Arkansas 72076

PHONE NUMBER: 501-982-9436

YEAR DEVELOPED: 1978

BF2a

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

COMPETENCIES TO BE TESTED

The attitude of the sales person when presented with a number of questions about the merchandise.

The salesperson's knowledge of the merchandise such as the sources of the merchandise, label and leaflet information.

The salesperson's understanding of the information given on the package or box.

OBJECTIVES OF THIS EVENT

After the student has studied the products and the information given on the product itself and the various tags and boxes, he/she will be able to give information to the customer as to the different uses of the merchandise to aid the customer to choose merchandise that will best fit his/her needs.

BRIEF DESCRIPTION OF EVENT

The student will be shown six pairs of tennis shoes to study for a period of ten (10) minutes. The student will then be evaluated by a judge to determine the student's retention of the product information.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

EVENT ITSELF

Participants will be given 10 minutes to study a pair of tennis shoes. They will then be taken to a testing area where the participant will be met by a customer. Based on the information gained from the 10 minute study of the shoes, the participant will field a variety of questions about the shoes from the customer.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Schedule this event every fifteen minutes with the following framework:
Participant briefing - five minutes with entire group
Study of Merchandise - ten minutes
Evaluation - five minutes

Judges can score one participant while a new participant is preparing.

There will need to be two separate rooms; one where merchandise is studied and one where the participant meets the customer.

Facilities, Equipment and/or Materials Needed:

2 sets of six pair of tennis shoes
1 room to study tennis shoes
1 testing area

Personnel Needed to Conduct Event:

Event Chairperson
Assistant Chairperson
Customer
Judge

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

70%

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

STUDENT INSTRUCTION SHEET

Objectives:

The student will be able to read the tags and labels on the merchandise and have sufficient knowledge of each pair of tennis shoes to answer any questions that the customer may ask.

Procedures:

You will be given ten (10) minutes to study the tags, labels and material on six pair of tennis shoes in a separate room. You will then go to another area, which will be the selling area, to serve a customer. You are to answer the customer's questions concerning the tennis shoes. You will be judged on your ability to correctly answer the questions and your descriptions of the merchandise.

Materials Needed:

You will need to bring a pencil and paper if you wish to write any of the information down to help you remember. You will not be allowed to use this information during the testing in the selling area.

Additional Comments:

None

BF6a

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

CUSTOMER INSTRUCTION SHEET

You should look at the merchandise and make sure you are familiar with what you are to be purchasing. The information will be available to you before the event so that this may be done. Become very familiar with the merchandise before this event.

Once you have done the above, study the following questions. You are to be sure and ask each and every question to each and every participant during this event.

Questions:

1. Which shoe would probably be the best for playing tennis?
2. Does the pattern on the sole of the shoe determine the ability of the shoe to stop without sliding?
3. What materials are the shoes made from?
4. Which pair of shoes would be the most durable?
5. Is there any special method of cleaning the shoes?
6. Will the colors in the shoes wash out or become faded?
7. Do the shoes come in a variety of sizes and widths?
8. For the price, which shoe would give me the most for my money?
9. What is the price range of these shoes?
10. If you were going to buy the shoe, which one would you buy and why?

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

JUDGE'S INSTRUCTION SHEET

Competencies:

The attitude of the salesperson when presented with a number of questions about the merchandise.

The salesperson's knowledge of the merchandise such as the sources of the merchandise, label and leaflet information.

The salesperson's understanding of the information given on the package or box.

Objectives:

After the student has studied the products and the information given on the product itself and the various tags and boxes, he/she will be able to give information to the customer as to the different uses of the merchandise to aid the customer to choose merchandise that will best fit his/her needs.

Directions/Procedures/Judge's Role:

The procedure for this event is as follows:

1. The student will go into a room where there are six pair of tennis shoes and study the shoes and all information on the boxes, tags, labels, etc. The student will have a total of ten minutes to study. After this they will go into another room which will be the selling area and be judged. In this room a customer will enter and ask questions concerning the shoes and their uses.

2. You will be responsible for evaluation of the student's knowledge of the merchandise. The customer will ask the same questions of all students. You are to evaluate the students according to the way they handle the questions of the customer. After the evaluation you are to add the total sheet which will be picked up by the person helping in the selling room. The customer will have a prepared list of questions that will be asked of each student about merchandise.

Minimum Level of Acceptable Performance for Event:

50 points

BF8a

Student I.D.#_______________

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

EVALUATION SHEET

EXCELLENT 20-17	The student sounded extremely professional and would rank in the top 10%
ABOVE AVERAGE 16-13	The student did a very good job and would rank in the top 20-30%
AVERAGE 12-9	The student did okay and gave what you would call acceptable work.
BELOW AVERAGE 8-5	The student was ineffective and would need additional training.
POOR 4-1	The student was totally ineffective and perhaps this person should not work in sales.

SCORE

_____ 1. Student had sufficient knowledge of the merchandise.

_____ 2. Student demonstrated the merchandise effectively.

_____ 3. Student was able to distinguish between different types of merchandise.

_____ 4. Student related the information found on tags, etc.

_____ 5. Student showed an understanding on content material found on tags, etc.

_____ 6. Student showed a friendly, helpful, courtious attitude.

Tie Breakers:

Question 1
Question 4
Question 5
Question 2

BF1b

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

NAME OF WRITER: Sandra Bevill
COMPLETE SCHOOL NAME: Blytheville High School
ADDRESS OF SHCOOL: 600 North Tenth Street
CITY, STATE, ZIP: Blytheville, Arkansas 72315
PHONE NUMBER: 501-763-6344
Year Developed: 1977

BF2b

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

COMPETENCIES TO BE TESTED

Skill in building a sales talk around merchandise selling features.

Skill to be able to mark garment for alterations.

Skill in ability to fit customers with correct sizes when selling articles of clothing.

Ability to translate merchandise label information into selling features.

OBJECTIVES OF THIS EVENT

The objectives of this event are to determine the student's ability to: (1) fit customers with clothing that is the correct size, (2) use merchandise features in building sales talk, (3) interpret label information for the customer, and (4) mark clothing for alteration.

BRIEF DESCRIPTION OF EVENT

The participant is employed at a women's clothing store. A customer comes in to buy a dress. The participant will assist the customer in locating the correct size, answer questions on taking care of the dress, try to sell the merchandise and mark the dress for alterations.

When the participant is a boy, the situation will remain the same; however, he will be working in a men's clothing store, and the item to sell will be a pair of men's slacks.

This is a role-playing event. The customer will be given lines to say. There will be a female customer for the girl participants and a male customer for the boy participants.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

EVENT IRSELF

(Girl student) You are a salesperson for Bevill's Dress Shoppe. Your store is having a half-price off sale, featuring a certain group of women's dresses. These dresses are 100% cotton and are very stylish. However, some customers have expressed doubt about buying cotton because they are afraid the dresses will shrink or have to be ironed. The label in the dresses clearly says they are permanent press and will not shrink or fade. In fact, you bought one of these dresses yourself four months ago and have had no trouble from it.

Mrs. Aimes comes into your store to find a dress.

(Boy student) You are a salesperson for Dan's Men's Shop. Your store is having a half-price sale on a certain group of men's slacks. These slacks are 100% cotton, and are very much in style. However, some customers have expressed doubt about buying cotton because they are afraid the slacks might shrink, fade, or have to be ironed. The label in the slacks very clearly says that they are permanently pressed and will not shrink or fade. You bought a pair of slacks yourself four months ago and have had no trouble from them.

Mr. Aimes comes into your store looking for a pair of casual slacks.

Note: If a boy pariticpant should choose to do the event concerning the dresses, this is perfectly acceptable. Likewise, if a girl participant would feel more comfortable doing the event with the men's slacks, this is fine.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

The participant will be given five minutes to study the information sheet and to look at the merchandise. He/She will also have fifteen minutes to complete the role-playing section of this event.

Judges and other personnel should also have adequate time to study their instructions.

During the briefing session with the participants, be certain to explain all instructions thoroughly and to answer all questions. After the event sheets have been passed to participants, during the competition, questions cannot be asked and/or answered.

Facilities, Equipment, and/or Materials Needed:

Clothing: For girl participants, dresses will be needed, as this is the item of merchandise they will be asked to use. Boy participants will be using men's slacks, so these will be needed, too. All clothing should be made of 100% cotton, permanent press. The label should confirm this information, along with the fact that it is machine washable and will not shrink.

First, determine the size of the person who is to assume the role of the customer. Then have clothing that will fit that person, except the clothing should be too long; this will enable the participant to pin the clothing for hemming.

Secondly, make sure there are a few dresses (or pairs of slacks) that will not fit the customer, perhaps a size or two too large and/or small; the participant should be able to guide the customer to the appropriate size.

A full length mirror.

A room for the customer to change into the clothing is necessary.

Pins (straight pins for pinning the hem).

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

DECA STAFF INSTRUCTIONS CONT'D.

Personnel Needed to Conduct Event:

One chairperson
One-two judges
One woman to play the role of the female customer and one man to play the role of the male customer.

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptable Performance for Event:

40 points

BF6b

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

STUDENT INSTRUCTION SHEET

Objectives:

The objectives of this event are to determine your ability to: (1) fit customers with clothing that is the correct size, (2) use merchandise features in building sales talk, (3) interpret label information for the customer, and (4) mark clothing for alterations.

Procedures:

You will be given five minutes to read the event and look over the merchandise in stock.

In this role-playing event, you will be a salesperson and another person will play the role of the customer. The judge will observe the situation.

You are to handle this situation showing that you have product and service knowledge.

You will be judged on your ability to use all necessary information about the product and/or services of your store to serve the customer and meet the customer's needs.

Be sure to read all information carefully before starting this event.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

CUSTOMER INSTRUCTION SHEET

The participant assumes the role of a salesperson in a clothing store. The girls will sell dresses and the boys will sell pants. Basically, the same questions will be asked of both the boys and the girls, with obvious changes needed for dresses and slacks.

The customer walks into the "store" and says, "Hello! What's on sale today?" The participant should point out the dresses (or slacks). The customer then says, "I'm not sure what size I'd wear." At this point, the participant will guide the customer to the correct size.

The customer will make the following statements and/or objections where possible. It may be that the objections or statements are not appropriate after what the participant says (the participant may answer an objection before it's made):

1. What's this dress (pair of slacks) made of?
2. Cotton? No, I don't want cotton. I hate to iron.
3. Well, what about shrinkage? I don't want to buy something one size and then have it shrink to another.
4. How will I care for this dress (these slacks)? Do I have to dry clean them?
5. I don't know....I'm afraid the label might be untrue and they really aren't as easy to care for as the label says.
6. Let me try it on.

After the customer has tried on the dress (slacks), she/he should say they are too long and he/she would like them hemmed. The participant will probably say the store does not do alterations. At this point, the customer will say, "Well, I'll take the dress (slacks) if you will at least pin up the hem. I never could do that myself."

After the dress (slacks) are pinned, the customer says, "Thank-you, I'll take them."

This ends the event.

BF8b

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in building a sales talk around merchandise selling features.

Skill to be able to mark garment for alterations.

Skill in ability to fit customers with correct sizes when selling articles of clothing.

Ability to translate merchandise label information into selling features.

Objectives:

The objectives of this event are to determine the student's ability to: (1) fit customer with clothing that is the correct size, (2) use merchandise features in building sales talk, (3) interpret label information for the customer, and (4) mark clothing for alteration.

Directions/Procedures/Judge's Role:

Each participant will be given a sheet describing the event. He/She will be given five minutes to read this sheet and briefly look at the merchandise on sale.

The participant will have no more than fifteen minutes to complete this event. The time frame will be: 5 minutes to study event sheet/look at merchandise, 15 minutes to complete event - 20 minutes total time.

As the next participant looks over the event sheet, the judges may complete the evaluation sheet for the preceeding participant.

You are to rate each participant on the attached evaluation sheet. Please study this sheet carefully before the contest begins.

Minimum Level of Acceptable Performance for Event:

40%

BF9b

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

EVALUATION SHEET

Instructions: Enter the number of points each participant is awarded for each question in the block at the end of the line. To compute the total points received, multiply the number of points in the block by the number in front of the block, and place the total on the line to the right of the block.

Judge's discretionary points are to be awarded in cases where the participant does an outstanding job and you feel that extra points are needed.

Use the following scale to determine points for each item:

EXCELLENT 10-9	This student successfully solves this problem by doing what is best for the store while, at the same time, insuring that the customer leaves satisfied.
ABOVE AVERAGE 8-7	This student does what he/she is supposed to do and uses a degree of creativity or initiative.
AVERAGE 6-4	This student does what he/she is supposed to do, but he/she does little else; shows no creativity or initiative.
BELOW AVERAGE 3-2	This would be a student who does not do satisfactorily, but one who does show promise of improving with appropriate guidance and help.
POOR 1-0	Poor is a student you would not want to employ.

BF10b

Student I.D.#________________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

EVALUATION SHEET CONT'D.

To what extent does the participant:

1. Show skill in ability to fit customer with correct size of clothing? 1 X ☐ = ________
2. Translate label information for customer's information? 1 X ☐ = ________
3. Translate label information into selling features? 2 X ☐ = ________
4. Use merchandise selling features in building a sales talk? 1 X ☐ = ________
5. Effectively handle this situation? 1 X ☐ = ________
6. Show skill in being able to mark clothing for alteration? 3 X ☐ = ________
7. Judge's discretionary points: 2-4-6-8-10. 1 X ☐ = ________

TOTAL NUMBER OF POINTS ________________

Tie Breakers:

Use section 7, then 6, then 3.

Minimum score: 40

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

NAME OF WRITER: Susan Horton

COMPLETE SCHOOL NAME: Northside High School

ADDRESS OF SCHOOL: 23rd and "B" Streets

CITY, STATE, ZIP: Fort Smith, Arkansas 72901

PHONE NUMBER: 501-785-2206

YEAR DEVELOPED: 1977

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

COMPETENCIES TO BE TESTED

Knowledge of the prices, available sizes, colors, styles, or models of merchandise being advertised in order to better promote or sell.

Skill in correctly informing customers of the location of the advertised merchandise within the store.

OBJECTIVES OF THIS EVENT

After having an opportunity to look at a newspaper advertisement for 10 minutes, the participant will be able to answer questions and give a customer information concerning knowledge of the prices, available sizes, colors, styles, and location of merchandise advertised.

BRIEF DESCRIPTION OF EVENT

The participant will be in a situation in which he/she will be assuming the role of salesperson in the apparel and accessories department of a department store. He/she will be given a newspaper advertisement containing apparel and accessory items. The participant will be given ten (10) minutes to read and study the ad in order to obtain knowledge of the items advertised, styles, prices, available sizes, colors and location of the merchandise. He/she will not see the ad or use notes after this time period.

Next, he/she will go to the handbag department and be met by a customer who will role play and ask the participant (who is playing the part of the salesperson) questions about the advertisement to determine the participant's knowledge of the items being advertised, styles, prices, available sizes, colors and location of the merchandise.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

THE EVENT ITSELF

This is a role-playing event in which the student will study an ad and then meet a customer and answer questions. The student will be evaluated on knowledge of items, styles, prices, sizes, colors, and locations. (See ad on following pages)

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event should be scheduled every 25 minutes with the following time frame:

Participant briefing - 5 minutes
Participant study - 10 minutes
Answering questions from customer - 8 minutes
Evaluation sheet completion - 2 minutes

Facilities, Equipment, and/or Materials Needed:

One briefing room with chairs for participants
One room to study ad with chairs for participants
Department store in the Handbag department or model of one with items as in the ad: handbags, gloves, umbrellas, ladies' wallets (pantsuits, sportswear located in a nearby department.)
Red marker or pencil for judge
Customer question sheet
Evaluation sheet
Table and chair for judge
Copies of newspaper ad

Personnel Needed:

Judge
Customer
Adult Assistant

Advance Directions to Send to Students:

None

Minimum Level of Acceptable Performance for Event:

65%

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

STUDENT INSTRUCTION SHEET

Objectives:

When given a newspaper advertisement of apparel and accessory items to study for ten minutes, you will be able to demonstrate your knowledge of prices, available sizes, colors, styles, and location of merchandise being advertised in order to better promote or sell.

Procedures:

You are to assume the role of salesperson in a large department store called Pfeifer-Blass. You are working in the handbag department and are responsible for knowing the store's newspaper advertisements along with your other selling duties. You will be given a newspaper advertisement from your store to read and study to know the facts about the merchandise being advertised such as: Prices, available sizes, colors, styles and location of merchandise. You will have ten minutes. You will not see the ad again and you cannot take notes with you. You will then be in a role-playing situation in which a customer will come to you and ask you questions about the merchandise being advertised. You will answer as quickly as possible. You will be judged by the correct responses given to the customer, the completeness of the answer, and the manner in which you answer the question.

BG6a

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

CUSTOMER INSTRUCTION SHEET

You will be playing the role of a customer who has come to the handbag department in a large department store to ask the salesperson (participant) about the merchandise seen in the attached advertisement. Please use the script provided so that all participants will have equal advantage. Read situation number one to the participant and then allow him/her to give the answer. (This should include the 5 basic facts pertaining to sizes available, colors, style, location, and price). A two minute time limit is suggested for each part. If the participant goes over this time period, go to the next question situation. If less time is needed, then go on to next one. Repeat this same procedure for the following three situation questions. You may make your own ending in this role playing situation.

SCRIPT

1. Customer: "Hello, I was looking for some Christmas gifts and noticed your ad in the paper last night for the gift accessories. Could you tell me about the driving gloves? I forgot what the ad said."

   Participant: reply...

2. Customer: "Those handbags advertised might make nice gifts, too. What did that ad say? I can't remember the details. Were they in this department?"

   Participant: reply...

3. Customer: "I am interested in knowing what the ad said about the pantsuits. I don't have time to look at them now, but would you tell me about them?"

   Participant: reply...

4. Customer: "I also would like to know what the ad said about the sportswear. My memory is not too good. (ha)."

   Participant: reply...

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

JUDGES' INSTRUCTION SHEET

Competencies:

Knowledge of the prices, available sizes, colors, styles, or models of merchandise being advertised in order to better promote or sell.

Skill in correctly informing customers of the location of the advertised merchandise within the store.

Objectives of the Event:

After having an opportunity to look at a newspaper advertisement for 10 minutes, the participant will be able to answer questions and give a customer information concerning knowledge of the prices, available sizes, colors, styles, and location of merchandise advertised.

Directions/Procedures/Judge's Role

You will be listening to the participant (in the role of a salesperson) answering questions given by a customer concerning facts about merchandise advertised in a newspaper. You will have an evaluation sheet with the correct responses and will check the appropriate boxes as the participant gives the responses. They will have eight minutes to complete the event and you will have two extra minutes to complete the evaluation sheet. If you missed an answer you may ask the customer to repeat it. (Try to listen carefully as the participant gives the answers.)

Minimum Level of Acceptable Performance for Event

65%

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

Participant's I.D. #__________

BC8a

EVALUATION SHEET

Directions: As you hear the participant give a response to the first situation question, circle the number by the information given on the chart below if it matches the participant's response. Repeat for the other three situations. Total all numbers circled for the participant's score.

	Prices		Available Sizes		Colors		Styles		Location		Possible Pts.
1. Situation One (Driving gloves)	Reg. $5 Now $2.49	5 5	N/A		6 fashion or assorted or many colors	5	N/A		Handbag Dept (This Dept)	5	20 pts.
2. Situation Two (Handbags)	Reg. $18 Now $14	5 5	N/A		Abundance or many colors	5	N/A		Handbag Dept (This Dept)	5	20 pts.
3. Situation Three (Pant Suits)	Reg $25 Now $11.97	5	Size 8-18	5	Lights, Darks	5	Pull-on pants, short sleeve tops, button front, pull-on top, zip back *(any mentioned)	5	Budget Sportswear	5	30 pts.
4. Situation Four (Sportswear)	**1/3 off Reg price ($10-26) Now price ($6.67 to $17.27)	5 5 5	Size 8-18	5	Pink, white, blue	5	Variety, skirts, shirts, pants, long sleeved & sleeveless, & turtleneck *(any mentioned)	5	Budget Sportswear	5	30 pts

* Any mention of one or more of these items gives the participant 5 points.

Total points ________
(100 possible

** Total possible points in this section can only be 10 even though participant may mention all above.

Tie Breaker: Highest Score for #4, then Highest Score for #[illegible], then Highest Score for #3

Pfeifer-Blass

• DOWNTOWN
• PARK PLAZA
• McCAIN MALL
372-8311

SORRY, NO PHONE
OR MAIL ORDERS
LIMITED QUANTITIES

RECORD DAY SAL

Fantastic Record Day Savings.

Famous Name Sportswear

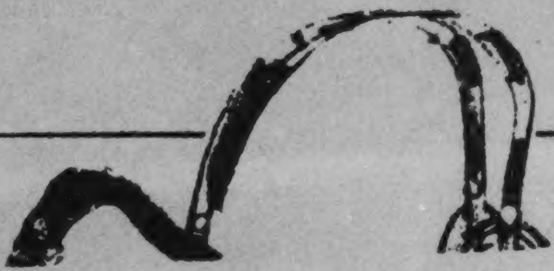
Orig. $10 to $2

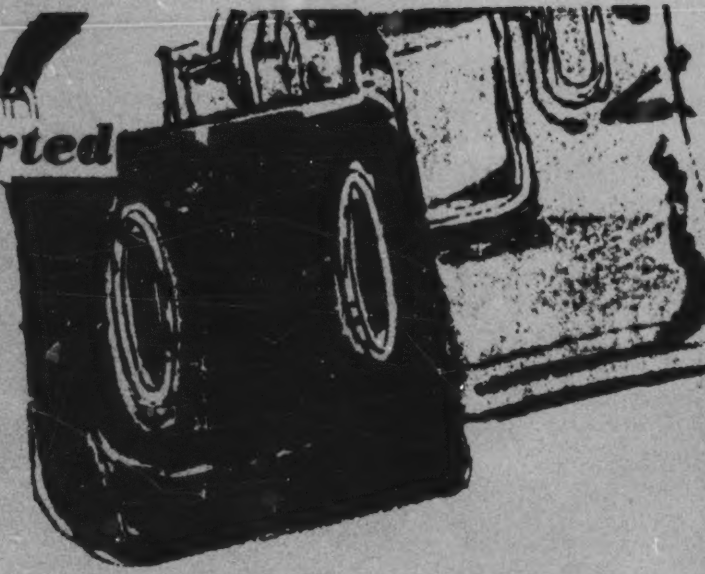
Our Record Day gift to you...a full 1/3 off on this special holiday group of sportswear from a Famous Knit Manufacturer. Collection includes skirts, shirts, fashion plaid pants, plaid jac shirts, and both long sleeve and sleeveless turtleneck blouses. Marvelous gift ideas at a budget pleasing price. All of 100% polyester. White, pink, or blue. Sizes 8 to 18.

1/3 off

Now 6.67 to 17.27

Budget Sportswear McCain Mall, Park Plaza, Downtown





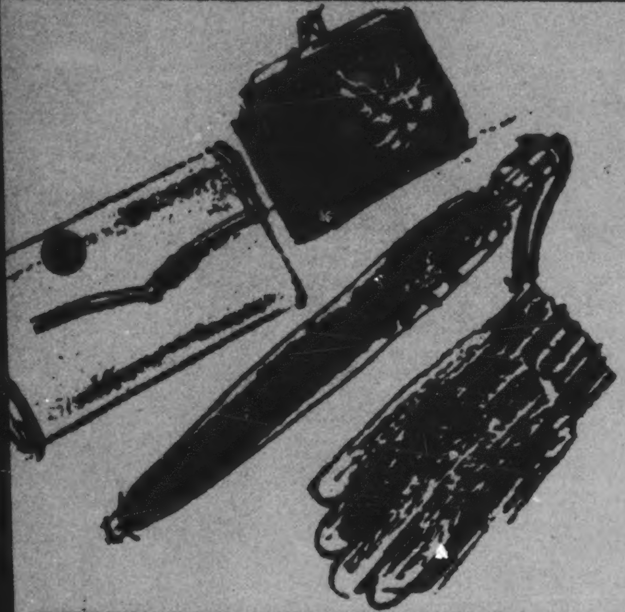
rig. $18 and more Imported

ift Handbags

ports from the Continent . . . smooth handbags of new ther-y Royalty. We have an ndance of styles and colors all adjustable straps, roomy inte- inside zippers, and gold hard- trim. All at this special low . . . just in time for Christ- giving.

$14

dbags: McCain Mall, Park Plaza, Downtown



Save Up To Half!

Gift Accessories

Orig. $5 Driving Gloves. Warm and snug for winter driving, yet comfortably lightweight. The perfect welcomed gift. Six fashion colors . . . . 2^{19}

Orig. $5 Folding Umbrella. The perfect fold away umbrella for rainy days. Choose from a wide assortment of colors . . . . 3^{19}

Orig. $5 Ladies' Wallets. Select a fashion wallet for her from our extensive collection. Wide variety of styles and colors from which to choose . . . . 2^{59}

Handbags: McCain Mall, Park Plaza, Downtown

Save 13.03! Orig. $25 Pant Suits

Orig. $25

11^{97}

Pants suits at a fantastic savings! Styled with pull on pants, matching or contrasting short sleeve tops. Button front or pull on tops with zip backs. 100% polyester. Lights and darks or prints and solids. 8 to 18.

Budget Sportswear McCain Mall, Park Plaza, Downtown

PARK PLAZA AND McCAIN MALL OPEN TODAY 9 A.M. TO 10 P.M.
DOWNTOWN OPEN TODAY 9 A.M. UNTIL 10 P.M.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master

INSTRUCTIONAL AREA: Advertising

NAME OF WRITER: Thomas C. Brannon

COMPLETE SCHOOL NAME: Jacksonville High School

ADDRESS OF SCHOOL: 2400 Linda Lane

CITY, STATE, ZIP: Jacksonville, Arkansas 72076

PHONE NUMBER: 501-982-2128

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master-Employee

INSTRUCTIONAL AREA: Advertising

COMPETENCIES TO BE TESTED:

1. Check advertising proof for corrections, omissions, and additions.
2. Know that it is necessary to know facts about Merchandise being advertised such as prices, brand names, available sizes, colors, styles, and models in order to better promote or sell it.
3. Skill in developing ad layouts.
4. Understanding that an appealing advertising headline gains the customer's attention.

OBJECTIVES OF THIS EVENT:

1. To learn to check advertising proof for corrections omissions, and additions.
2. To know that it is necessary to know facts about Merchandise being advertised such as prices, brand names, available sizes, colors, styles, and models in order to better promote or sell it.
3. To develop skill in developing ad layouts.
4. To understand that an appealing advertising headline gains the customer's attention.

BRIEF DESCRIPTION OF EVENT:

The participant will be given time to demonstrate his ability to handle a problem in advertising. They will be employed at an Apparel & Accessories Store as a Salesperson. He/She will be developing an ad layout with a time element involved.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

EVENT ITSELF

The participants will be given all materials necessary to develop an ad layout. They will be given five minutes to read directions and 50 minutes to develop the ad layout.

Using the Evaluation Sheet, the judge will grade each participant's ad layout. In case of a tie, the total time taken will be used to determine the winner.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master-Employee

INSTRUCTIONAL AREA: Advertising

DECA STAFF INSTRUCTIONS

Administrative suggestions (Time, room arrangements, etc.)

A. Role the student will assume: Saleperson in Apparel & Accessories establishment. A test will be given to cover the objectives.

B. Time frame: 5 minutes for participant to read instructions.

50 minutes for participant to take test.

C. Stopwatch.

D. Room needs to be large enough so there will be no opportunity to look on other participant's test and where they can have room to work on their individual layout. The tables should be 3 x 6 if possible.

Facilities, Equipment, and/or Materials Needed

Room should be large, so the participant cannot look on others' layouts; need tables 3 x 6, if possible; for every participant will need layout sheets, also glue, scissors, assortment of fine felt pens, rulers, and pencils, also there should be different clip books.

Personnel Needed:

One judge per 20 participants.

Advance Directions to sent to Participants

NONE

Minimum Level of Acceptance Performance for Event

70%

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master-Employee

INSTRUCTIONAL AREA: Advertising

STUDENT INSTRUCTION SHEET

Objectives

1. To learn to check advertising proof for corrections, omissions, and additions.
2. To know that it is necessary to know facts about merchandise being advertised such as prices, brand names, available sizes, colors, styles, and models in order to better promote or sell it.
3. To develop skill in developing ad layouts.
4. To understand that an appealing advertising headline gains the customer's attention.

Procedures

Be sure to read all instructions before starting event. You are a salesperson in an Apparel & Accessories Store. You will be given a test over the objectives this area covers. Time frames: 5 minutes to read and study instructions. 50 minutes to develop ad layout.

You are working as a salesperson at Carroll's & Gayle's Apparel & Accessories Store, 1040 South Maddox, Little Rock, Arkansas. The owners of Carroll's and Gayle's have been doing the advertising and both owners are out of town on a merchandising buying trip in Dallas, Texas. Friday afternoon at 3:30 one of the owners calls you from Dallas, and tells you that they have just bought a new line of merchandise and want it to be advertised for the next week's newspaper. This information has to be in the newspaper office at 4:20 p.m. on Friday to be accepted for next week's paper. You have 50 minutes to complete a four-column by 10-inch ad layout and get it to the newspaper office.
The merchandising information for the layout was as follows:
Men's Color Coordinated Shirts & Slacks, shirts sizes 14 to 17, slacks sizes 28 to 40 - Assorted Colors. Prices of shirts $7.95 to $10.95. Prices of Slacks $12.95 to $17.95. Shirts are 50% Cotton and 50% dacron, Wash and Wear. Slacks are 20% Wool and 80% orlon.

Materials Needed

None - Materials will be furnished at test site.

Additional Comments

None

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master-Employee

INSTRUCTIONAL AREA: Advertising

JUDGE'S INSTRUCTION SHEET

Competencies

1. Check advertising proof for corrections, ommissions, and additions.
2. Know that it is necessary to know facts about merchandise being advertised such as prices, brand names, available sizes, colors, styles, and models in order to better promote or sell it.
3. Skill in developing ad layouts.
4. Understanding that an appealing advertising headline gains the customers attention.

Objectives

1. To learn to check advertising proof for corrections, ommissions, and additions.
2. To know that it is necessary to know facts about merchandise being advertised such as prices, brand names, available sizes, colors, styles, and models in order to better promote or sell it.
3. To develop skill in developing ad layouts.
4. To understand that an appealing advertising headline gains the customer's attention.

Directions/Procedures/Judge's Role

The Judge will allow the participant 5 minutes to read instructions and 50 minutes to take test. During the event, the judges should make sure that no one looks on anyone's layout, so they could not get ideas to use on theirs. After the allotted time, judges will take up the layouts and judge them.

Minimum Level of Acceptable Performance for Event

70%

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master - Employee

INSTRUCTIONAL AREA: Advertising

EVALUATION SHEET

Student I.D. NO. ______________

1.	Was the ad a 4-column by 10 inches?	0 - 15 pts	_____	_____
2.	Layout neat in appearance?	0 - 10 pts	_____	_____
3.	Location of store (address)	0 - 5 pts	_____	_____
4.	Were prices used?	0 - 5 pts	_____	_____
5.	Was the illustration simple, clear, and appropriate?	0 - 5 pts	_____	_____
6.	Made effective use of type face and sizes, white spaces, and illustration in conformity	0 -10 pts	_____	_____
7.	Identification of items in artwork	0 -10 pts	_____	_____
8.	Was the ad eye-catching?	0 - 5 pts	_____	_____
9.	Idea in headline	0 -15 pts	_____	_____
10.	Was there a logo of the Store?	0 -15 pts	_____	_____
11.	Is the copy descriptive?	0 - 5 pts	_____	_____

If there is still a tie after going through the questions, the time that the participant uses to finish his/her layout will be the deciding factor.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

NAME OF WRITER: William R. Woolly

COMPLETE SCHOOL NAME: Hall High School

ADDRESS OF SCHOOL: "H" and McKinley Streets

CITY, STATE, ZIP: Little Rock, Arkansas 72205

PHONE NUMBER: 501-661-9000

YEAR DEVELOPED: 1977

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

COMPETENCIES TO BE TESTED

Develop an awareness that special customer services and accommodations build customer goodwill and help increase sales.

OBJECTIVES OF THIS EVENT

The student will be able to identify advantages of providing in-store alterations as a customer service.

BRIEF DESCRIPTION OF EVENT

Each student will be given a case problem to read and study. After ten minutes of study, the student will orally present his/her response to the problems presented at the end of the case problem. A judge will listen to the presentation. The judge will not ask questions or participate in discussion with the contestant.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

EVENT ITSELF

You are employed in a small clothing store located in a shopping mall. You have been employed at the store for three years and are the leading salesperson in the men's department. There are no department managers or department heads identified by the owner. The owner supervises all departments and runs the store with the assistance of key salespeople. Your store sells clothing for men, women and children. It is considered a middle/high to high fashion store and sells better women's ready to wear and name brand men's suits.

You have just returned from lunch on a Monday. The store's annual inventory was completed last week and you have seen the store's auditors meeting with the owner all morning. As you pass the office, the owner calls to you to come into his office. He tells you that the auditors have delivered the store's annual financial report and he is upset with the results. The store has earned only a 3% net profit during the last year. He tells you that he is going to institute a major cutback in all unnecessary services. One of the services he strongly is considering eliminating is the store's present policy of free alterations in all departments and on all garments. He tells you to return in ten minutes and present your ideas on the store's alteration services.

Questions:

1. Prepare a list of all possible alternatives to the store in regard to alteration services. There are several.

2. Should alteration services be maintained by the store? Make a specific recommendation to your boss and explain why the store should follow your suggestion.

You will present your recommendations orally to the judge as if he were your boss.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Time frame: this event will take twenty minutes for each contestant to complete.
5 minutes - participants briefing
10 minutes - study of problem
3 minutes presentation to judge
2 minutes - scoring by judge

Students will start at five minute intervals. Eleven students per hour should be scheduled, thus giving the judge a five minute break each hour.

During the briefing session for judges, review the case problem and evaluation procedure. Thoroughly answer all questions and encourage the judge(s) to discuss the evaluation form and expected answers so that all judges will be looking for the same responses from the contestants.

During the student briefing session, inform the students that they will need only a pen or pencil and their identification number. Advise them of the time frame and their starting time.

While participants are studying the case problem, adult assistants should enter the student ID number on the evaluation sheet and give the sheet to the judge.

Facilities, Equipment and/or Materials Needed:

Roster of participants scheduled on a five minute basis, 11 perhour.

Supplies: case problem, participants and judge instructions, evaluation sheets, pencils.

Room set-up: students preparing their response to the case problem MUST NOT be able to hear contestants make their presentation to the judge; therefore, three rooms are needed - one for briefing, one as a prepreration room and one for judging.

Personnel Needed to Conduct Event:

Event chairperson, one adult assistant for each judge, one judge for each 40 tp 50 students (this will allow the event to end in a maximum of five hours).

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

DECA STAFF INSTRUCTIONS CONT'D

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptable Performance for Event:

50%

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

STUDENT INSTRUCTION SHEET

Objectives:

The student should demonstrate the ability to analyze the problem and to make suggestions as to possible solutions to his/her employer.

Procedures:

You will be given ten minutes to read and evaluate the problem. You may make notes on the back of the page containing the case problem.

After ten minutes, you will make an oral presentation to the judge, answering the problems found at the end of the case problem.

The judge will not ask questions or discuss your answers with you. You must determine all items to be discussed.

You will be allowed a maximum of three minutes to respond to the judge.

You will be judged on how many of the possible responses you make and how thoroughly you discuss each response.

Materials Needed:

Pen or pencil.

Additional Comments:

You will be given a page containing a case problem in management. You are to demonstrate your ability to make recommendations to your boss concerning customer services offered by your store.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

JUDGE'S INSTRUCTION SHEET

Competencies:

To develop an awareness that special customer services and accommodations build customer goodwill and help increase sales.

Objectives:

The student, when given a case problem involving alteration services, will be able to identify alternatives involved in the decision making process and select the correct alternative.

Directions/Procedures/Judge's Role:

Each participant will be given the attached case problem. Each will have ten minutes to read and develop his/her thoughts. The participant will then have three minutes to present his/her response to the problem to you. Judges will not ask questions or participate in any discussion with the contestant. You will have two minutes to complete your evaluation of the contestant after the presentation.

You will have eleven contestants each hour with a five minute break each hour.

You will evaluate each contestant's response to the questions at the end of the case problem. The enclosed form should be used for this evaluation. Each possible response from the contestant is listed with a rating of 0 to 8, depending on the quality of each response. There are a total of 12 judge discretionary points to be awarded by you based on the overall knowledge and understanding of the problem associated with customer service and alterations. In case of a tie, the participant receiving the most discretionary points from the judge will be declared the winner. If there is still a tie, the student who mentioned the most of the alternatives in question #1 will be determined the winner.

Minimum Level of Acceptable Performance for Event:

50%

BH8a

Student I.D. #_____________

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

EVALUATION SHEET

Instructions: Circle the number of points awarded to the contestant for each item on the rating sheet. The points are based on the quality of the answers provided. Answers will not necessarily be given in the order they appear on this sheet nor will all answers be given by each contestant. Please be sure to rate ALL areas.

Question #1 - Alternatives	Mentioned & discussed fully	Mentioned & discussed lightly	Only Mentioned	Not Mentioned
Provide all alterations at no charge	8-7	6-4	3-1	0
Charge a small fee to cover some of the cost of alterations but not all costs.	8-7	6-4	3-1	0
Charge a fee based on the cost to alter the item. Cover the full cost.	8-7	6-4	3-1	0
Cover the full cost of alterations and make a profit for the store.	8-7	6-4	3-1	0
Increase the cost of all items in the store to cover the cost of alterations and provide all alterations free.	8-7	6-4	3-1	0
Charge for alterations only if the item is on sale.	8-7	6-4	3-1	0
Charge for alterations only if the item is below a minimum selling price.	8-7	6-4	3-1	0
Provide NO alterations services at all.	8-7	6-4	3-1	0
Question #2				
Alterations should be kept as a customer service using one of the above acceptable alternatives.	8-7	6-4	3-1	0
Alterations increase sales by attracting customers to the store.	8-7	6-4	3-1	0
Alterations create goodwill.	8-7	6-4	3-1	0
Judge discretionary points/Understanding and knowledge of customer service and alterations not rated above.	Excellent 12-10	Good 9-7	Average 6-4	Poor 3-1

TOTAL POINTS_______________

BH1b

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

NAME OF WRITER: Therese Lynch

COMPLETE SCHOOL NAME: McClellan High School

ADDRESS OF SCHOOL: 9417 Geyer Springs Road

CITY, STATE ZIP: Little Rock, Arkansas 72209

PHONE NUMBER: 501-565-0314

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

COMPETENCIES TO BE TESTED

Development of an awareness that customer facilities help meet competition, encourage one-stop shopping and attract customers to the store.

Development of an awareness that special customer services and accomodations build customer goodwill and help increase sales.

OBJECTIVES OF THIS EVENT

When given a situation, the participant will effectively explain the reasons for price variations.

BRIEF DESCRIPTION OF EVENT

Each participant will be given a description of his/her store and its facilities. The participant will then encounter a customer who is interested in a particular shirt. The evaluation will be based on the ability of the participant to effectively explain the reasons for price variations among different stores.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

EVENT ITSELF

The participant is to be an employee in a Men's Wear department of a specialty store. He is to explain the reason or reasons why a shirt at the store is more expensive than an identical shirt at a factory outlet or other discount establishment. He/she will be confronted by a customer and will be rated according to the evaluation sheet.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Five minutes should be allowed for briefing the participants. They should be given five minutes to study the event. Five minutes should also be allowed for presentation of the event.

Judges may finalize the participant's performance during the five minutes that the next student is studying and being briefed.

Total time frame would be fifteen minutes per participant.

During the briefing sessions with the judges, review the problem situation very carefully and supply the judges with copies of the sheets thoroughly describing the company. The judges should also be given a copy of the instructions that the customer receives. The evaluation sheet should also be reviewed during this session.

Facilities, Equipment, and/or Materials Needed:

This event would ideally be held at a store located in a shopping center. It should be held in a menswear department of a specialty shop. However, it could be adapted to any type of clothing.

A briefing room and a holding room will be needed for the participants.

There should be at least one shirt, but if the event could be held in a store with other merchandise around, it would seem much more realistic.

A table and chairs should be provided for the judge.

Personnel Needed:

Event chairperson, 2 adult assistants per section (one for the briefing room and one to tell the participant when to enter), at least one judge per section, and one customer per section.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

DECA STAFF INSTRUCTIONS CONT'D

Advance Directions to Send to the Participants:

None

Minimum Level of Acceptable Performance for Event:

70%

BH6b

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

STUDENT INSTRUCTION SHEET

Objectives:

You are to effectively explain the reason why a shirt at your store is more expensive than the identical shirt at a factory outlet or other discount establishment.

Procedures:

1. You will receive instruction from the Chief Advisor
2. You will be given a sheet describing the store and its facilities. You should study this information and use it when reacting to a customer.
3. You will be evaluated on your justification of the price of an item at your store as compared to another store.
4. You will be allowed 5 minutes to study the information sheet. If you have any questions, please direct them to the Chief Advisor or the adult assistant.

Materials Needed:

None. All materials will be furnished at contest site.

Additional Comments:

None.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

STUDENT INFORMATION SHEET

COMPANY INFORMATION

You are an employee of "The Captain Shoppe", an exclusive men's store. The Captain Shoppe is located at a shopping center in an urban area. The shopping center contains a grocery store, a general merchandise store, several restaurants, and other specialty shops. The Captain Shoppe offers its customers the convenience of the following things: 10 large dressing rooms, a lay-away plan, acceptance of all major credit cards, their own credit card, free gift wrapping, a liberal return policy, as well as providing the personal service of polite sales personnel.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

CUSTOMER INSTRUCTION SHEET

You are looking at a Van Heusen shirt that you really like. However, you have seen that identical shirt at a self-service, factory outlet just outside of town. The factory outlet does not gift wrap items, will not lay-away items, does not accept credit of any type, has only 2 dressing rooms, offers no personal sales service, and will not allow you to return any merchandise.

Tell the salesperson that you have seen the same shirt at a factory outlet for less money. DO NOT tell the salesperson anything else about the outlet unless he/she specifically inquires. The salesperson is expected to point out reasons for the added expense at his/her store.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

JUDGE'S INSTRUCTION SHEET

Competencies:

Development of an awareness that customer facilities help meet competition, encourage one-stop shopping, and attract customers to the store.

Development of an awareness that special customer services and accommodations build customer goodwill and help increase sales.

Objectives:

When given a situation, the participant will effectively explain the reasons for price variations.

Directions/Procedures/Judge's Role:

You are to observe a role-playing situation between a customer and a salesperson. A description of the store services and facilities is attached, as well as a description of the customer's activities. Please score the participant on his/her ability to use customer facilities and special customer services as selling points. The salesperson should effectively explain the reasons for different prices of items from store to store. A score sheet is attached. If you have any questions, please ask the Chief Advisor. Please remember to be as consistent as possible when scoring the participant.

Minimum Level of Acceptable Performance for Event:

70%

BH10b

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

EVALUATION SHEET

Instructions: Circle the correct response to the following questions. Please be sure to fill in the tie-breaker at the bottom of the page. Remember to be as consistent as possible with each participant.

			10 points each
1. Did the salesperson point out:			
a. One-stop shopping?	YES	NO	____
b. The convenience of major credit cards?	YES	NO	____
c. The convenience of company credit plans?	YES	NO	____
d. The convenience of lay-away plans?	YES	NO	____
e. The convenience of free gift wrapping?	YES	NO	____
f. The personal services offered?	YES	NO	____
g. The dressing room services?	YES	NO	____
h. The return policy of the company?	YES	NO	____
i. The location of the store (urban)?	YES	NO	____
2. Did the salesperson ask about the competitors' facilities and services?	YES	NO	____
TOTAL SCORE			____

Tie--Breaker Questions**			10 points each
1. Did the salesperson close the sale?	YES	NO	____
2. Did the salesperson use a merchandise approach?	YES	NO	____
3. Using your own judgement, rate the salesperson's enthusiasm for his/her company using a scale of 1 - 10, 10 being the highest and one the lowest.	Score____		
TOTAL SCORE (30)possible)			____

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

NAME OF WRITER: Susan Horton
COMPLETE SCHOOL NAME: Northside High School
ADDRESS OF SCHOOL: 23rd and B Street
CITY, STATE, ZIP: Fort Smith, Arkansas 72901
PHONE NUMBER: 501-785-2206
YEAR DEVELOPED: 1978

BI2a

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

COMPETENCIES TO BE TESTED

Knowledge of how to "close out" the department at the end of the selling day.

OBJECTIVES OF THIS EVENT

The objective is to determine the participant's knowledge of how to "close out" the department at the end of the selling day by correctly filling out a daily balance slip, counting the money correctly with speed and accuracy.

BRIEF DESCRIPTION OF EVENT

The participant will assume the role of a salesperson in a clothing store and will be asked to close out the department at the end of the day. The participant will be given instructions, a cash drawer with the day's receipts in currency, coins and checks, a daily balance ship, the information concerning the amount of money in the change fund and the total amount of sales for the day as shown on the detail audit tape, errors or voids, refunds and a pencil. The participant will then fill out the daily balance slip correctly using the information and the materials provided.

When he/she is finished, he/she will give the daily balance slip and the money bag with the day's receipts to the judge. In case of a tie, the participant completing the task in the least amount of time will be the winner.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

EVENT ITSELF

You will be provided a daily balance slip for E and B Clothing Store. Using the following information and the materials in the cash drawer fill out the daily balance slip properly. Turn in the daily receipts to the judge along with the daily balance slip, voids, and refund slips. The above items should be placed in the money bag. Leave the change fund in the cash drawer.

At the beginning of the day, your register was furnished with a $20 change fund. The policy of the store's change fund is to have as much small change and small bills as possible left in the cash drawer. At the end of the day, the detail audit tape indicated total sales of $749.62. The void and refund slips can be found in the cash drawer.

GOOD LUCK!

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event should be scheduled every 25 minutes with the following time frame:

Participant briefing	2 minutes	
Event itself	15 minutes	
Evaluation	4 minutes	
Preparing for next participant	4 minutes	(two sets of cash drawers are needed so that while one is in use, the other can be made ready for the next participant)

Facilities, Equipment and Materials Needed:

One briefing area
One room for event itself
One table or counter
Two cash drawers
Pencils
Stop watch or clock
Two daily balance slips

Two cash bags
Refund slips: 2 for $18.54
2 for $21.46
Two void slips totaling $8.15
Two detailed audit slip or slip showing total sales of $749.62

Two sets of $20.00 change fund as follows:

11 $1.00 bills
4 halves
11 quarters
30 dimes
20 nickels
25 pennies

Two sets of $243.02 in cash as follows:

8	$20.00 bills	=	$160.00
6	10.00 bills	=	60.00
4	5.00 bills	=	20.00
3	1.00 bills	=	3.00
2	pennies	=	.02
			$243.02

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

DECA STAFF INSTRUCTIONS CONT'D

Two sets of 10 checks totaling $458.45 as follows: (payable to E & B Clothing Store)

$ 48.00
129.79
24.89
18.00
70.00
54.36
39.00
26.00
25.00
23.41

$458.45

One answer sheet for judges.

Personnel Needed to Conduct Event:

One timekeeper
One Assistant timekeeper
One judge per each participant
One scorekeeper

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

80%

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

STUDENT INSTRUCTION SHEET

Objectives:

When given all the proper information and materials, you will be able to demonstrate your knowledge of how to close out the department at the end of the selling day by correctly filling out a daily balance slip with accuracy and speed.

Procedures:

You are to assume the role of a salesperson in a clothing store. You have worked all day selling clothing, and it is now closing time. You are to "close out" your department using the information and materials provided to fill out the daily balance slip correctly. Leave the change fund in the cash drawer and turn in the day's receipts and the daily balance slip to the judge.

Materials Needed:

None

Additional Comments:

You will be evaluated on your accuracy in filling out the daily balance slip, and the speed in which you complete the task.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge of how to "close out" the department at the end of the selling day.

Objectives:

The objective is to test the participant's knowledge of how to close out the department at the end of the selling day by correctly filling out the daily balance slip in the least amount of time.

Directions/Procedures/Judge's Role:

The participant will be "closing out" the department at the end of the selling day by filling out a daily balance slip correctly. The judge will be responsible for giving the participant the daily balance slip, and recording the beginning time on the back. When the participant is finished, the judge will record the ending time and compute the total time in the space provided. The judge will score the participant's daily balance slip using the answer sheet provided. The judge will also count the change fund and the money turned in in the money bag to make sure it is correct. The judge will write these amounts in the blank provided on the back of the daily balance slip. The judge will also check to see if the participant left the correct change fund, which should be all change and 11 one-dollar bills, or all change and 6 one-dollar bills and one five-dollar bill. Each blank on the answer sheet will be worth five points.

In case of a tie, the participant using the least amount of time will be the winner. The judge and assistant will make sure all the necessary materials and information is back in place and ready for the next participant.

Minimum Level of Acceptable Performance for Event:

80%

Student I.D. #______________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

EVALUATION SHEET

E & B Clothing Store

Daily Balance Slip

Student I.D. #__________ Date __________

	Dollars	Cents
Change Fund		
Total sales indicated on Detail Audit Tape		
Voids		
Refunds		
Net receipts to be accounted for		
Amount of: Pennies		
Nickels		
Dimes		
Quarters		
Halves		
Currency		
Checks		
Total cash and checks in drawer		
CASH SHORT OR OVER		

FOR JUDGE'S USE ONLY	YES	NO
Correct amount of receipts in money bag?	___	___
$20 money in change fund?	___	___
Proper denominations in change fund?	___	___

Total points possible 100

Minus: Penalty points ________

Participant's Score ________

Time: Start____ Stop _____

Total time used______________

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

EVALUATION SHEET KEY

Change fund	$ 20.00
Total sales indicated on Detail Audit Tape	749.62
Total sales and change fund	769.62
Voids	8.15
Refunds	40.00
Net receipts to be accounted for	721.47
Amount of:	
Pennies	.27
Nickels	1.00
Dimes	3.00
Quarters	2.75
Halves	2.00
Currency	254.00
Checks	458.45
Total cash and checks in drawer	721.47
CASH SHORT OR OVER	0.00

Proper denominations in change fund are:

All coins and 11 $1
or
All coins, 6 $1-bills and 1 $5-bills.

BI1b

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

NAME OF WRITER: Lucille Miller

COMPLETE SCHOOL NAME: Sylvan Hills High School

ADDRESS OF SCHOOL: 403 Forest Ridge Road

CITY, STATE, ZIP: North Little Rock, Arkansas 72116

PHONE NUMBER: 501-835-7229 or 835-4411

YEAR DEVELOPED: 1977

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

COMPETENCIES TO BE TESTED

Skill in ability to locate or place stock and fixtures within a department to facilitate customer service, increase merchandise protection, eliminate employee and customer hazards and permit ease of restocking.

Attitude that a well-kept store is a primary means of attracting and holding business.

Attitude that damaged or spoiled merchandise must be kept at a minimum to protect the store's profit picture.

OBJECTIVES OF THIS EVENT

To make the student aware of store safety, store cleanness, customer service, and care of replenishing merchandise in a fast and efficient manner.

BRIEF DESCRIPTION OF EVENT

The student will be given a floor plan and several sheets of fixtures and counter designs. Each will be described as to use and type of construction. The student will study the fixtures and display units to determine the proper place to install them for the best placement to meet the needs of the store and the employees and the customers.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

EVENT ITSELF

The event will be handled in the following manner. Each fixture or piece of equipment will be placed, by number, in order to be safe for the customer and employee. The merchandise will be shielded as much as possible from shoplifting and dirt; however, the merchandise does need to be as accessible as possible to the customer. Fixtures should be durable and easy to clean. Eliminate glass as much as possible in areas where it would be easily broken.

Directions:

The numbered fixtures listed and described below are the items to be placed on the floor plan. Use numbers only where you want the fixtures to be placed in the store.

#1 Tall hanging racks to be placed against the wall. These would be firmly attached and would accommodate dresses, long coats, and slack suits. Use as many as you feel will be needed in the space provided.

#2 Glassed-in-showcase. This case is 6 feet long and 4 feet tall. The case has sliding glass doors in the back that can be closed and locked. An arrangement of more than one could be made.

#3 Round pedestal table with white painted surface. Can be used for display.

#4 Shelf unit-8 feet tall. Can be used for blouses, sweaters, or storage of boxed items.

#5 U-shaped or horseshoe shaped glass display case. Can be used for small expensive items. For example: jewelry, purses, billfolds, wigs.

#6 Table with plastic top-8 feet long. Can be used for display or stacking jeans, or other stackable items.

#7 Three-tier shelf unit on top of a plastic top table. The tier unit is made of chrome. The unit would be nice for sweaters, socks, gloves and other related items.

#8 Platform display to sit on the floor. This is covered in red velvet. This could be used for mannequins or other large displays.

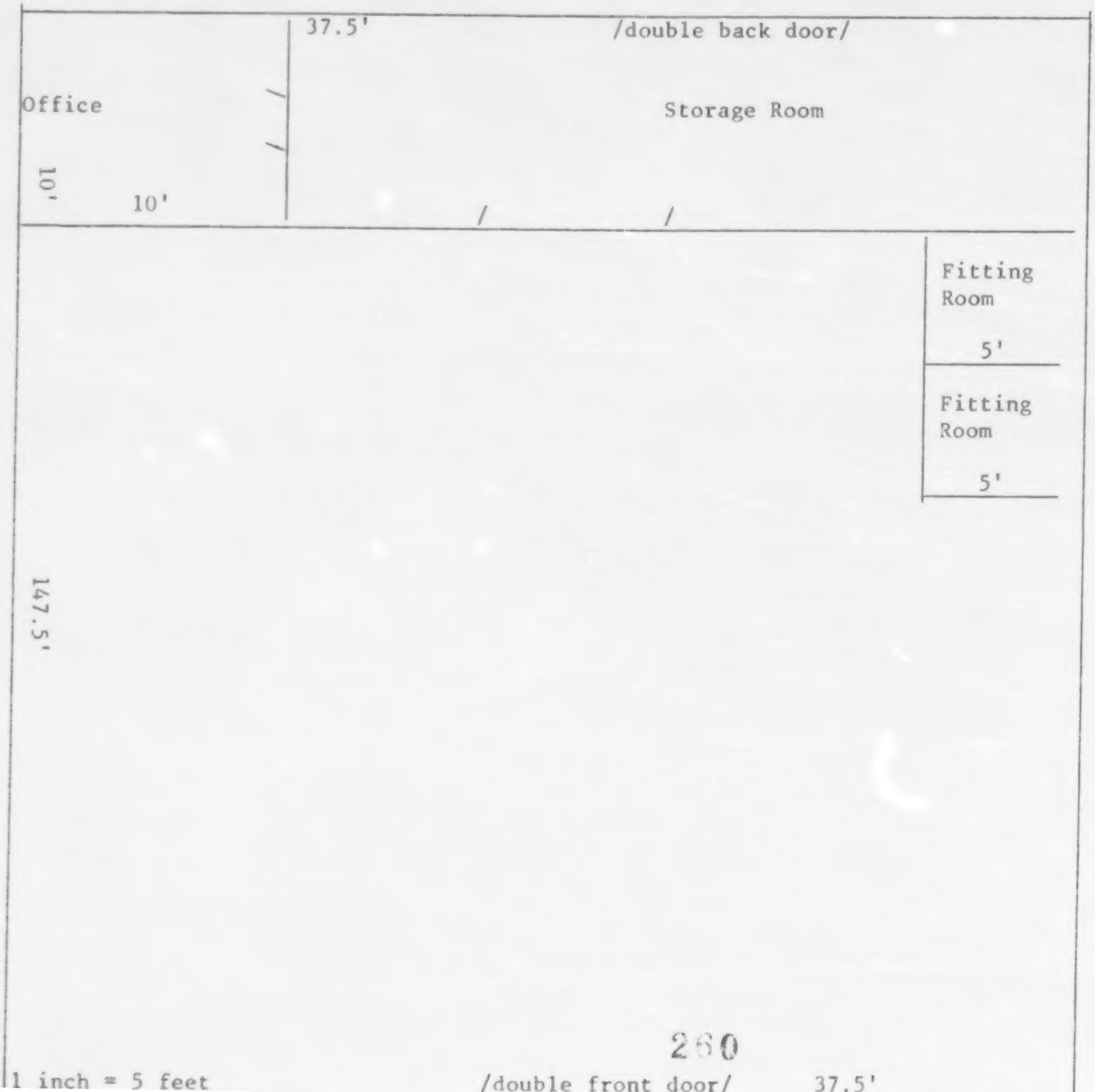
#9 Three-way mirrors for customer use in fitting garments.

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

EVENT ITSELF CONT'D

Floor Plan of Smith-Miller Dress Shop:

Student will place the fixture numbers on this floor plan.


37.5'
/double back door/
Office
Storage Room
10'
10'
Fitting Room
5'
Fitting Room
5'
147.5'
1 inch = 5 feet
/double front door/
37.5'

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

EVENT ITSELF CONT'D

Policies and Procedures for the Store Smith-Miller Dress Shop:

The following procedures are to be worked out for the placement of fixtures and counters in the dress shop.

Most items of apparel for women and girls will be carried in the store. (Shoes will not be carried.)

You are to read the instructions and place the fixtures and counters to best fit the needs of the customers and employees. Remember to leave wide aisles and make sure doorways are clear.

1. All hanging racks will be placed against the wall and will be firmly attached.
2. All items of jewelry, handkerchiefs, scarfs, billfolds, and expensive purses will be displayed in glassed-in showcases.
3. Blouses will be folded and placed on open-display fixtures near the middle of the floor area.
4. All counter tops will be plastic covered and easy to clean.
5. Glass will not be permitted in any area other than the glassed-in showcases. (mirrors are an exception.)
6. Counters must be far enough apart to allow easy traffic flow.
7. All counters or racks will be on a solid base or have four legs. At no time will a pedestal be used. (This is one leg or support in the center only.)

OCCUPATIONAL CATEGORY: Apparel and Accessories
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Have at least 5 minutes for the student to read the store policies and procedures and to look over the sheets with the fixtures and counters.

All students taking this test could be working at the same time if space is made available.

Facilities, Equipment and/or Materials Needed:

Facilities needed will be a chair for each person and table space to work. A pen or pencil will be needed.

Personnel Needed to Conduct Event:

Three adult assistants for each 40 students.

Advance Instructions to Send to Participants:

Students should be aware of the many kinds of counters and display cases that are made available for stores to choose from.

Minimum Level of Acceptable Performance for Event:

Not known.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

STUDENT INSTRUCTION SHEET

Objectives:

You are to read the store policies and try to place the fixtures and counters to best fit the needs of the employees and the customers.

Proceudres:

Read and study the fixtures and descriptions before you start to work.

Materials Needed:

Floor plan, sheets of diagrams and store policies and procedures.

Additional Comments:

Try to arrange related items of merchandise close together in the department.

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in ability to locate or place stock and fixtures within a department to facilitate customer service, increase merchandise protection, eliminate employee and customer hazards and permit ease of restocking.

Attitude that a well-kept store is a primary means of attracting and holding business.

Attitude that damaged or spoiled merchandise must be kept at a minimum to protect the store's profit picture.

Objectives:

To make the student aware of store safety, store cleanness, customer service, and ease of replenishing merchandise in a fast and efficient manner.

Directions/Procedures/Judge's Role:

Hand out the necessary papers to each student. Three pages, pencil or pen for each student to take the test. A tally sheet will be used for each student. Each judge must be familiar with the store policies and procedures.

Minimum Level of Acceptable Performance for Event:

Not known.

Student I.D.#________________

OCCUPATIONAL CATEGORY: Apparel and Accessories

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

EVALUATION SHEET

EXCELLENT	ABOVE AVERAGE	AVERAGE	FAIR	POOR
10-9	8-7	6-5	4-3	2-0

1. Are the hanging racks against the wall and firmly attached? __________

2. Are the small items displayed in glassed-in showcases away from the hands of shoplifters and out of the dust? __________

3. Do all fixtures meet the plastic top or glass-case quality in order to be easily cleaned? __________

4. Are the fixtures arranged far enough apart to allow traffic to flow within the store without being hazardous? __________

5. Are related items (blouses and scarfs) close enough together to be convenient for the customer? __________

6. Can all shelves be restocked without the aid of ladders? __________

7. For safety and security reasons, are exits free of obstructions? __________

8. Is the 3-way mirror placed near the fitting rooms? __________

9. Are all of the fixtures on a solid base or 4 legs? __________

10. Are all large items of merchandise available for customers to serve themselves? __________

TOTAL __________

Tie Breakers:

Question #1.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

NAME OR WRITER: Juanita Baldwin

COMPLETE SCHOOL NAME: Pine Bluff High School

ADDRESS OF SCHOOL: 711 West 11th Avenue

CITY, STATE, ZIP: Pine Bluff, Arkansas 71601

PHONE NUMBER: 501-534-5722

YEAR DEVELOPED: 1978

CA2

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

COMPETENCIES TO BE TESTED

Know that customers should be approached promptly and not be kept waiting.

Know the customer approaches such as greeting, merchandise, and services which may be used to open a sale.

Know the selling features of products and/or services.

Demonstrate merchandise in a way that creates interest and desire in customers.

OBJECTIVES OF THIS EVENT

To evaluate the student's understanding of the importance of promptly approaching the customer.

To evaluate his/her ability to determine customer's needs by using the proper approach.

To evaluate the student's use of knowledge of the product and its possible customer values.

To evaluate the student's ability to involve the customer in demonstration and knowledge of when and how to close the sale.

BRIEF DESCRIPTION OF EVENT

Student is an employee in a general merchandise store currently working in the small appliance department of the store. The official customer enters the department and starts looking at the blow-dryers. Contestant's job is to sell the official customer the blow-dryer best suited to his/her needs.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

EVENT ITSELF

Student will be given ten minutes to study instructions and examine the merchandise he/she will be selling. After ten minutes, the student will be conducted to the demonstration area where he/she should busy himself/herself until a customer enters his/her department area starts to examine the blow-dryers. Student will be given fifteen minutes to complete the sale of his/her merchandise. Following the demonstration, judges will rate each student using the evaluation sheets provided by the DECA staff.

Time Schedule:

10 minutes in preparation room
15 minutes demonstration room
Total time for sales demonstration is 15 minutes.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Selling

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

One room should be set up as much like the small appliance department of a general merchandise store as possible. The appliance department should be stocked with a variety of blow-dryers, and space should be provided where the blowers may be demonstrated. An electrical outlet is a must.

A second room should be stocked with blow-dryers identical to those in the demonstration room. Each student should be admitted to this room one at a time, where he/she may read the instructions and study the merchandise to be sold for minutes. Each student should be assigned a number and instructed to use this number on all his/her contest materials.

The students should be instructed as to the general direction in which to direct the customer to the central checkout stand. Staff should make arrangements to tabulate judges' evaluation sheets, prepare averages, break ties, and prepare a list of winners.

Facilities, Equipment, and/or Materials Needed:

Two rooms as described above; space for demonstration should be in full view of the judges. There should be sufficient evaluation sheets for each judge to have one sheet for each contestant, also pencils should be available. Judges should be provided with comfortable chairs and space for writing. They should be given an envelope for used evaluation sheets; these should all be returned to the DECA staff. Staff should provide official customer with a copy of suggested questions. There should also be a timing device on hand.

Advance Directions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

70%

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

STUDENT INSTRUCTION SHEET

Objectives:

This activity has been designed to give you the opportunity to demonstrate your ability to greet customers, select appropriate merchandise for the customer, demonstrate the merchandise, and close the sale.

Procedures:

You will be given ten minutes to read these instructions and examine the merchandise you are to sell.

After the ten minutes you will proceed to the sales demonstration area where you should conduct yourself and your sale demonstration according to the merchandising techniques you have been taught.

You will not be required to use a cash register but should direct the customer to the central checkout counter.

Your sales demonstration will be limited to no more than fifteen minutes.

Materials Needed:

You will need no materials other than those furnished by the coordinators of this event.

Additional Comments:

Good Luck!

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

CUSTOMER INSTRUCTION SHEET

The official customer enters the department and starts looking at the blow-dryers. Contestant's job is to sell the official the blow-dryer best suited to his/her needs.

Suggested questions for customer, who should ask each student the same questions as nearly as possible depending on the statements made by the students.

1. Why are there so many?
2. Why are there so many different prices?
3. Does this model have brushes?
4. Does this model have combs?
5. Does this one have different heating settings?
6. What is the maximum wattage output of this unit?
7. Are there any accessories that come with this unit?
8. Is there a guarantee with this one?
9. What is the guarantee?
10. Is this unit U. L. approved?
11. Does this one have a travel and storage case?
12. What kind of material is this case made of? Is it unbreakable?
13. Will this one operate on batteries?
14. Does it have a water spray unit?

CA7

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

JUDGE'S INSTRUCTION SHEET

Competencies:

Know that customers should be approached promptly and not be kept waiting.

Know the customer approaches such as greeting, merchandise, and service which may be used to open a sale.

Know the selling features of products and/or services.

Demonstrate merchandise in a way that creates interest and desire in customer.

Determine when and how to close a sale.

Objectives:

Determine if the student approached the customer promptly; provide the student with the opportunity to use an appraoch that will provide him/her with an insight into the customer's needs.

Provide the student with the opportunity to turn his/her product knowledge into customer values.

Involvement of the customer in the demonstration in such a manner that the customer will desire the product.

Recognize and follow-up opportunities to successfully close the sale.

Directions/Procedures/Judge's Role:

Each judge will observe and evaluate each sales demonstration on sheets that will be provided by the staff. Judges should not enter into discussion or in any other manner take part in the demonstration. Only the official serving as the customer should enter into the demonstration. Official customer should endeavor to ask each student the same questions and should offer several opportunities to close the sale before finally buying the merchandise. In the event of a tie, the average scores earned on item three on the evaluation sheet shall be used to break the tie, then item number nine and then item six.

Minimum Level of Acceptable Performance for Event:

70%

CA8

Student I.D. #__________

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Selling

EVALUATION SHEET

PLEASE RATE EACH DEMONSTRATION USING THE FOLLOWING QUESTIONS AND SCALE TO RATE EACH.

10-9	EXCELLENT	First class, superior, maximum effectiveness and effort to meet customer's needs and retain customer's loyalty.
8-7	GOOD	Satisfactory, sufficient, showed interest and concern about customer's needs.
6-5	AVERAGE	Lowest acceptable quality of salesmanship, "just run-of-the-mill", of mean value.
4-3	MEDIOCRE	Ordinary, indifferent to customer's needs and knowledge of merchandise.
2-1	POOR	Wanting, lacking, of no value to customer or store.

SCORE

_____ 1. Did the salesperson approach the customer promptly?

_____ 2. Was the greeting appropriate for the situation?

_____ 3. Did the salesperson use the greeting and/or some other method to determine the customer's needs?

_____ 4. Did the salesperson's language and manner generate customer's confidence?

_____ 5. Did the salesperson demonstrate the merchandise so the customer could see the difference in values in the various types of blow-dryers?

_____ 6. Did the salesperson get the customer involved in using the item?

_____ 7. Did the salesperson present product information in such a manner that possible objections were met before they were voiced?

_____ 8. Did the salesperson present sufficient product information for the customer to reach a valid choice?

_____ 9. Did the salesperson endeavor to close the sale at the first opportunity presented by the customer?

_____ 10. Did the salesperson close the sale in a manner that would encourage the customer to leave well satisfied with his purchase and encouraged to return to the store?

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

NAME OF WRITER: Robert W. Dolan

COMPLETE SCHOOL NAME: Springdale High School

ADDRESS OF SCHOOL: West Emma Avenue

CITY, STATE, ZIP: Springdale, Arkansas 72764

PHONE NUMBER: 501-751-4838

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

COMPETENCIES TO BE TESTED

Knowledge of how merchandise should be displayed so that customers can easily find what they want by themselves.

Knowledge of the importance of correct price tags being on the merchandise.

Knowledge of the selling power of clean, neat displays.

Knowledge of the importance of accuracy of information on show cards.

Knowledge of the need for a personal interest in the appearance of the work station.

OBJECTIVES OF THIS EVENT

Evaluate students understanding of basic display principles to include tagging, neatness, cleanliness, proper sizing and use of show cards.

Evaluate the student's attitude towards the work station.

BRIEF DESCRIPTION OF EVENT

Student is an employee in the clothing department of a general merchandise store. Student is coming on duty and responsible for the department. Student is to correct any deficiencies in the displays set up for him that he can correct himself/herself. For deficiencies he/she cannot correct on the floor, he/she is to report to one judge who will act as the store manager. Each student will have the same discrepancies confronting him.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

EVENT ITSELF

A display in a clothing department of a general merchandise store has been set up with several errors. These errors, including wrong prices, mis-sizing, unrelated items, misspelled show card, will test the student's knowledge of display. The student's attitude should also be evaluated.

A display rack should be set up containing ten like items, and one unlike item. Two items should be mis-sized and one not priced. A table with five like items should be set up. A smudged show card with misspelling should be included. Trash should be left on the table, and a broom left in display area.

The display should be arranged in the same way for each student. Students will be evaluated on re-sizing, discovering unlike item, discovering missing price tag, neatly spacing garments, reporting show card errors, removing trash, and removing broom.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

One room should be set up to hold students while they read the student instruction sheet. A second room should be set up as a ladies'/mens' clothing section of a department store. Student has five minutes to read instructions. Students should enter test room one at a time and have ten minutes to correct displays. Staff should make arrangements to tabulate judge's rating sheets, prepare averages, break ties and prepare list of winners. Staff should see to coffee, water and other comforts for judges.

Facilities, Equipment and/or Materials Needed:

1. Two rooms as described above
2. Rating sheets and pencils
3. Judge's evaluation sheets
4. Table and chairs for judges
5. One clothing rack of sufficient height to handle ladies dresses and long enough to accommodate 15-20 garments. Should be in good condition with size indicators.
6. One table about the size and height of a card table in good condition
7. One show card holder 7" x 11"
8. Card for above
9. Ten garments on hanger. Must be sized and price-tagged. At least three different sizes. Ladies' dresses or men's sport coats are desirable.
10. Five like items to be placed on table. Must have price tags. Wallets, small purses, or socks are desirable.
11. One garment on a hanger unrelated to the other ten.
12. Clothing rack will be set up and all but one of the ten like garments hung up. This garment should be draped over clothing rack.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Display

DECA STAFF INSTRUCTIONS CONT'D

13. Garments should be sized except for two garments that should be mis-sized.

14. The odd garment should hang at random.

15. Garments are to be hung unevenly spaced. One price tag is to be removed.

16. One table to be set up with five like items on it and show card holder with card in it. Show card should have one word misspelled and should be smudged. Example for men's socks:

    SALE

    MEN'S COTTON SOCKS

    3 prs $4.98

    Price on show card should not agree with price tag on merchandise.

17. A broom should be leaning against the table or rack. A gum wrapper or other small common trash item should be placed on the table.

18. This set-up should be the same for each contestant.

Personnel Needed to Conduct Event:

Three judges. One judge to act as store manager. One person to assist preparation of display for each contestant and keep time. One other person to handle holding room and check in contestants.

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

70%

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

STUDENT INSTRUCTION SHEET

You are an employee in a general merchandise store. You work in the clothing department. You arrive at your work station ten minutes before the store opens. You look at the merchandise displays to see if everything is in order for the customers. You are to correct any errors you see and if you cannot correct them they are to be reported to the store manager (a judge).

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

STUDENT INSTRUCTION SHEET CON'T

Objectives:

This activity is designed for you to demonstrate your basic display knowledge and your ability to identify errors and shortcomings in your area of responsibility and to correct those you can yourself, or report those you cannot correct to someone who can.

This activity will also demonstrate your attitude toward your work station.

Procedures:

1. You will have five minutes to read these instructions.
2. You will be shown into a room where a display has been set up.
3. You are to correct any errors you might find in the display.
4. You have ten minutes to complete this event.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge that merchandise should be displayed so that the customers can easily find what they want by themselves.

Knowledge of the importance of price tags being present and accurate.

Awareness of the importance of accurate information on show cards.

The need for personal interest in the appearance of the work station.

Objectives:

Evaluate students' understanding of basic display principles to include tagging, cleanliness, neatness, proper sizing and use of show cards.

Evaluate student's attitude towards the work station.

Directions/Procedures/Judge's Role:

Each judge will observe and judge on evaluation sheet provided how each student corrects display errors and deficiencies.

One judge should tell each contestant that he is the store manager.

Ensure that the display is prepared with the same errors for each participant.

Minimum Level of Acceptable Performance for Event:

70%

Student I.D. #__________

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Display

EVALUATION SHEET

EXCELLENT 8-10	Corrected deficiency or reported to store manager deficiencies not correctible on floor.
AVERAGE 5-7	Did not correct all of the deficiencies or report deficiencies to store manager.
POOR 0-4	Took no action or an incomplete action. Complained to store manager about matters that could be corrected on floor.

SCORE

_____ 1. Did student re-size merchandise correctly?

_____ 2. Did student discover and report missing price tag to manager?

_____ 3. Did student discover and report wrong item on rack to manager?

_____ 4. Did student re-hang item not hung up?

_____ 5. Did student neatly space garments on rack?

_____ 6. Did student discover show card price did not agree with merchandise price tags and report to manager?

_____ 7. Did student discover and report misspelling on show card to manager?

_____ 8. Did student discover and report smudged show card to manager?

_____ 9. Did student remove trash from the table?

_____ 10. Did student remove the broom from the selling area?

Tie Breakers:

Question 2
Question 6
Question 8

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Human Relations

NAME OF WRITER: Bob Staub

COMPLETE SCHOOL NAME: Caney Park Central High School

ADDRESS OF SCHOOL:

CITY, STATE, ZIP: West Helena, Arkansas 72390

PHONE NUMBER: 501-572-5040

YEAR DEVELOPED: 1978

CC2

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

COMPETENCIES TO BE TESTED

Understanding the ways to effectively handle difficult customers.

Skill in exercising self-control during trying situations.

Skill in maintaining an objective point of view in problem situations.

Attitude that next to job performance, human relations is an employee's greatest responsibility.

Knowledge of how to show an interest in others.

Skill in demonstrating initiative and creativity.

OBJECTIVES OF THIS EVENT

To demonstrate the human relations competencies needed to deal with a customer's unruly child.

BRIEF DESCRIPTION OF EVENT

The student, a sales clerk in the clothing department of a general merchandise store, is assisting a customer. The customer's child becomes disruptive, removes clothing from the rack display, and unwraps articles of clothing. Each participant will be evaluated on his/her human relations ability in dealing with a difficult problem.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

EVENT ITSELF

The student is an employee in the clothing department of a general merchandise store. He/She is asked to assist a customer in locating an article of clothing. While the participant is assisting the customer, the customer's child becomes disruptive. The child removes clothing from the rack display and unwraps several articles of clothing for no apparent reason. The participant has eight minutes to demonstrate the competencies needed in the human relations area in order to deal with this problem.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Two rooms will be needed - one holding room where the student can read the instructions and another room large enough to accommodate a store setting including a clothing rack and counter.

Facilities, Equipment and/or Materials Needed:

Clothing rack
Counter
Items of clothing including clothes on hangers and wrapped clothing

Personnel Needed to Conduct Event:

Three judges
One event chairman
One customer
One person to act as child

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

80%

CC5

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

STUDENT INSTRUCTION SHEET

Objectives:

To demonstrate the human relations competencies necessary to deal with a customer's unruly child who is disrupting your sales area.

Procedures:

While serving as a sales clerk in the clothing department of a general merchandise store, you are asked to assist a customer in finding an article of clothing. While you are assisting the customer, the customer's child becomes disruptive. The child removes clothing from the rack display and unwraps several articles of clothing for no apparent reason. You have eight minutes to demonstrate the competencies needed in the human relations area in order to deal with this problem.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

CUSTOMER INSTRUCTION SHEET

The person serving in the role of the customer enters the clothing department of a general merchandise store and asks the sales clerk for assistance in finding an article of clothing. While the sales clerk assists the customer, the person in the role of the customer's child becomes disruptive. The child removes clothing for no apparent reason. At no time does the customer attempt to correct the child.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

JUDGE'S INSTRUCTION SHEET

Competencies:

Understanding the ways to effectively handle difficult customers.

Skill in exercising self-control during trying situations.

Skill in maintaining an objective point of view in problem situations.

Attitude that next to job performance, human relations is an employee's greatest responsibility.

Knowledge of how to show an interest in others.

Skill in demonstrating initiative and creativity.

Objectives:

To demonstrate the human relations competencies needed to deal with a customer's unruly child.

Directions/Procedures/Judge's Role:

You will be evaluating the student's human relations abilities to deal with this problem according to the attached **evaluation sheet.**

Minimum Level of Acceptable Performance for Event:

80%

CC8

Student I.D. #__________

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Human Relations

EVALUATION SHEET

Instructions:

Enter the number of points each participant is awarded for each question in the blank at the left. Use the following scale in determining points for each line.

EXCELLENT 10-9	The participant reacted extremely professionally and would rank in the top 10% of sales force.
ABOVE AVERAGE 8-7	The participant did a very good job and would rank in the top 20-30% of the sales force.
AVERAGE 6-4	The participant did okay and would be ranked as average; acceptable work.
BELOW AVERAGE 3-2	The participant was somewhat ineffective; would call for additional training.
POOR 1-0	The participant was totally ineffective; perhaps this person should not work in sales.

SCORE

_____ 1. Show an understanding of ways to effectively handle difficult customer's?

_____ 2. Show an understanding of the basic problem in the situation?

_____ 3. Give an acceptable solution to the problem?

_____ 4. Seem aware that exercising self-control must be done in trying situations?

_____ 5. Show skill in being objective in problem situation?

_____ 6. Seem to realize that human relations is an employee's greatest responsibility next to job performance?

_____ 7. Demonstrate an awareness of the importance of using tact (the ability to express ideas and opinions so they do not offend others)?

_____ 8. Show an understanding of the importance of courtesy (well-mannered conduct is consideration of others) in dealing with the customer?

_____ 9. Show a genuine interest in the customer?

_____ 10. Show a skill in demonstrating initiative and creativity?

CD1

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

NAME OF WRITER: Charles F. Pudlas
COMPLETE SCHOOL NAME: Fayetteville High School
ADDRESS OF SCHOOL: 1001 Stone
CITY, STATE, ZIP: Fayetteville, Arkansas 72701
PHONE NUMBER: 501-443-3481
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

COMPETENCIES TO BE TESTED

Skill in acquiring product information from product labels, safety tags, and warranties.

Skill in interpreting product information found on labels, safety tags, and warranties.

Knowledge that product labels, safety tags, and warranties provide information which is valuable to the salesperson and the customer.

OBJECTIVES OF THIS EVENT

To assess the student's ability to acquire product information from labels, safety tags, and warranties.

To assess the student's ability to interpret such product information.

To stress that product information found on labels, safety tags, and warranties is a source of selling points and customer benefits.

BRIEF DESCRIPTION OF EVENT

This is a written event in which the participant will have a designated amount of time to study product labels, safety instructions, and warranties and then answer written questions about these items.

EVENT ITSELF

In this event you will be tested on your ability to communicate written information. This is a written event in which the participant will have a designated amount of time (45 minutes) to study two product labels, two product safety tags, and two product warranties. With each of these, you will answer five written questions.

Work carefully, but as rapidly as possible. Be sure to turn in your work as soon as possible, because in case of a tie, time determines the winner.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Event should run a maximum of 45 minutes. The participant will be given five minutes to read instructions and ask questions. The proctor will lay all six labels face down on the table. When the proctor says start the participants will have 20 minutes to read the labels. Written questions will then be distributed and participants will have 20 minutes to answer these.

Facilities, Equipment and/or Materials Needed:

1. Tables and chairs or desks for each participant.
2. One copy of instructions, labels, tags and warranties and answer sheets for each participant.
3. Watch with a second hand for the timekeeper.

Personnel Needed to Conduct Event:

Event chairperson with sufficient assistants to handle the number of participants. One assistant per 10 participants should be sufficient. The event chairperson may also act as the timekeeper.

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

60%

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

STUDENT INSTRUCTION SHEET

Objectives:

1. To assess the student's ability to acquire product information from labels, safety tags, and warranties.
2. To assess the student's ability to interpret such product information.
3. To stress that product information found on labels, safety tags, and warranties is a source of selling points and customer benefits.

Procedures:

You will be given two product labels, two product safety tags, and two product warranties. With each of these items you will receive a series of questions.

You are to read each item carefully and then answer the questions that pertain to that item. Then proceed to the next item and answer the questions which pertain to it. Continue in this fashion until you have completed all six items. Work carefully but as rapidly as possible. Be sure to turn in your work as soon as you finish as this is a timed event. Do NOT begin until you are instructed to do so.

Materials Needed:

None

Additional Comments:

None

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in acquiring product information from product labels, safety tags, and warranties.

Skill in interpreting product information found on labels, safety tags, and warranties.

Knowledge that product labels, safety tags, and warranties provide information which is valuable to the salesperson and the customer.

Objectives:

To assess the student's ability to acquire product information from labels, safety tags, and warranties.

To assess the student's ability to interpret such product information.

To stress that product information found on labels, safety tags, and warranties is a source of selling points, and customer benefits.

Directions/Procedures/Judge's Role:

To make sure time has been recorded when activities completed and to grade the thirty-question written test.

Minimum Level of Acceptable Performance for Event:

60%

PRODUCT LABEL - 1

CD6

Brass Decor

5629 Bellaire Blvd.
Houston, Texas 77081

DECORATIVE HARDWARE
BATH ACCESSORIES
BATH ENSEMBLES

CARE OF METAL

Use only a soft damp cloth to keep clean. Avoid the use of soaps and detergents unless absolutely necessary. Extreme care should be exercised when using hair preparations, sprays and drain cleaners; these are highly toxic and can cause spotting and discoloration of the brass parts.

DO NOT POLISH. Never use abrasive cleaners as these will remove the protective coating and finish. All Brass Decor Products have an epoxy lacquer finish baked on at extremely high heat to preserve the original metal finish. At this time, this is the hardest known coating available.

Tarnishing may occur due to climatic conditions; and the water in some areas could have an adverse effect on Brass fixtures. If such a condition prevails, remove the epoxy lacquer with extra fine steel wool. Polish to a high gloss using extreme care to not leave finger prints on the finish. The parts involved can now be relacquered and allowed to air dry for 24 to 48 hours before reinstallation. In lieu of lacquering; you may also apply a coat of paste wax to the polished surface to help preserve the finish. However, this must be repeated from time to time.

LIMITED WARRANTY

BRASS DECOR warrants to its immediate Customers that all goods sold by it are free from defect in material and workmanship, and are manufactured with the best industry practice BRASS DECOR'S sole obligation under this warranty is to replace the defective item BRASS DECOR will not be liable for any labor or other expenses or for damages of any kind or nature incurred in connection with the sale, use or replacement of any defective products or parts or portions thereof This warranty shall apply only to the immediate Customer of BRASS DECOR and no warranty expressed or implied is extended by BRASS DECOR to any person or persons BRASS DECOR neither assumes nor authorizes any other person to assume for it any other liabilities in connection with the sale or use of its products BRASS DECOR will not assume any responsibility with regards to the wearing quality of Gold and Silver Plating or the tarnishing of Brass This warranty effective for 3 years from purchase

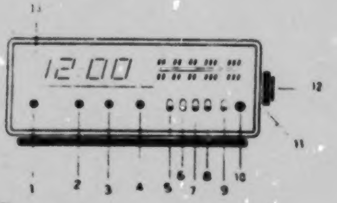
Product Label - 2

INTRODUCTION

Congratulations on the purchase of your new Roberts AM/FM Compu-lite® Digital Clock Radio with instant weather. This unit has the latest type of digital time read-out, together with many other features which provides the greatest possible versatility of any clock radio. In order that you may fully utilize the many features of this fine clock radio, it is suggested that you carefully read this instruction manual prior to using your unit.

PREPARATION

The Roberts Compu-lite® Clock Radio is designed for use only on 60 cycle voltage of 110-120 volts AC. Use on other voltages and other cycles may result in damage. Unwind the AC power cord and connect to a convenient AC wall outlet.



CONTROLS

1. Alarm on/off control
2. Alarm time-set control
3. Clock time-set control
4. on/off switch and sleep timer
5. clock brightness switch
6. Electronic alarm on/off switch
7. Tone control – Hi/Low
8. AM/FM band selector switch
9. Instant weather on/off switch
10. Instant weather band fine tune knob
11. Volume control knob (Behind tuning knob)
12. Tuning knob
13. Alarm set indicator

SETTING CLOCK TIME

To set the clock to the correct time, use 'Time-set control' (3). Push in and turn to move by 'Tens of minutes' and pull out and turn to move by units of minutes.

When setting the time, it is extremely important that the time set knob only be turned in a counter-clockwise direction. Clockwise rotation of this knob may damage the clock.

AM RECEPTION

1. Push AM Selector switch (8).
2. Turn on/off switch (4) to 'on'.
3. Adjust tuning (12) to select desired station.
4. Adjust volume (11) and tone (7) with corresponding slide controls.

FM RECEPTION

Move selector switch (8) to FM position. Then repeat as in AM RECEPTION.

WEATHER BAND RECEPTION

Near the Great Lakes or Costal Areas weather boardcasts can be received at about 162.5 MHz. To get instant weathar reception, move Instant Weather Switch (9) to "On" position. If tuning is required, rotate the Fine Tuning Knob (10) slowly until the reception is clear.

CLOCK BRIGHTNESS

The Clock Brightness Switch is used to make the clock brighter during day-time and dimmer at night for maximum visibility and convenience.

WAKE TO MUSIC

1. Select the desired "Wake-Up' station as under 'AM RECEPTION' or 'FM RECEPTION'.
2. Set the desired wake-up time using the 'Alarm Setting Control (2)'.
3. Set the On-Off switch (4) to 'off'
4. Set the alarm on/off control (1) to 'wake'
5. Note that the alarm set indicator (13) should now be lit to verify that the alarm is set. The radio will now start at the indicated alarm time (2).
6. For daily use of the alarm at the same wake-up time, it is only necessary to put the alarm on/off control (1) in the 'wake' position.
7. The alarm may be set up to 11 hours in advance of the desired wake-up time.

WAKE TO ALARM BUZZER

1. Proceed as under "Wake to Music' except the electronic alarm switch (6) should be set to the 'on' position.
2. At the wake-up time, an electronic tone will be heard instead of music.

SLEEP TO MUSIC

1. If it is desired to have the radio play for a period and then shut-off automatically, set the sleep switch (4) to the desired length of play time.
2. The sleep switch (4) which is worked from 0 to 3 hours, may be set for up to 3 hours of music.
3. The 'Sleep to Music' feature may be used with the 'Wake to Music' setting if desired, but cannot be used with the 'Waka to Alarm' setting.

GENERAL SPECIFICATIONS

MODEL NO. : R–5558
CIRCUIT : All Silicon solid state.
TRANSISTORS : 12
DIODES : 12
POWER SUPPLY : AC 110-120V, 60Hz, 15W
SPEAKER : 3" PM Dynamic
CONTROLS : Tuning, Volume, Tone, Brightness, weather, AM-FM, Alarm clock controls.
SIZE : 11"(W) x 4½"(H) x 6½"(D)
WEIGHT :
BANDS : FM 88-108 MHz
AM 535-1605 KHz
IF : FM 10.7 MHZ, AM 455 KHZ
AFC : Built-in – FM
AGC : Built-in – AM
ALARM : Wake to music, wake to Alarm.
SLEEP TIMER : Up to 3 hours of 'Sleep to Music'

OCCUPATIONAL CATEGORY: General Merchandising

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

PRODUCT SAFETY INFORMATION A

PRODUCT: Electric Wall Oven

Never use your oven for heating the room.

Avoid loose fitting apparel while cooking

Use only dry pot holders

Place oven racks in desired position while oven is cool.

Do not heat unopened food containers in the oven.

Do not store flammable materials in an oven.

If you have a grease fire while cooking in the oven, flame can be smothered by completely closing oven door and turning the oven off.

PRODUCT SAFETY TAG B

PRODUCT: Power Lawn Mower

USE GASOLINE WITH CARE

The improper use, handling, and storage of gasoline can be dangerous. Help prevent accidents by following these safety rules.

*Always use an approved container

*Never store near an open flame.

*Place container out of reach of children

*Never add gasoline to a running or hot engine. Fill tank out-of-doors and wipe up spilled gasoline.

*Use gasoline only as a fuel—Never as a cleaner

*And positively NO SMOKING

This precision piece of powered equipment was built by a manufacturer who cares about you and your family's safety.

Outdoor Power Equipment Institute

1725 K Street, N.W. -:- Washington, D.C. 20006

BECAUSE WE CARE... *

This store features OUTDOOR POWER EQUIPMENT meeting the latest safety standards.

Improper use of power equipment on the part of the operator can result in injury. Protect yourself and others by following the safety rules outlined in your Owner's Manual.

* Know your controls -- Read the Owner's *manual* carefully. Learn how to stop engine quickly in an emergency

* Clear the area of all persons - pick up debris

* Never allow small children to operate or be in the operating area of power equipment

* Stop the motor or engine and wait until all moving parts come to a complete stop before leaving the operating position

* Keep all shields and safety devices in place as instructed in owner's *manual*.

(Place on wall near equipment storage area)

Outdoor Power Equipment Institute

1725 K Street, N.W. -:- Washington, D.C. 20006

CD9

PRODUCT WARRANTY – I

EQUIPMENT WARRANTY

Seller warrants equipment manufactured and sold by it to be free of defects in material and workmanship, and fit for normal use and service at time of installation. For products manufactured by Seller and intended for use as component parts of other equipment, the obligation of Seller is limited to make good at its factory any part or parts thereof which shall within ninety (90) days after delivery of the original, be returned to Seller at 80 Commerce Drive, Rochester, New York, as designated by Seller, with transportation charges prepaid and which its examination shall disclose to its satisfaction to have been defective at delivery. For end equipment products, the obligation of Seller is limited to making good at its factory any part or parts thereof, which shall within ninety (90) days after delivery of the original, be returned to Seller, with transportation charges prepaid and which its examination shall disclose to its satisfaction to have been defective at delivery. Seller makes no warranties of vacuum tubes, transistors, diodes, resistors, capacitors, fuses or batteries or their operation, or any article or assembly not of The SINGER Company's manufacture, but will extend to the purchaser its rights under any warranties which it obtains from the manufacturers thereof. Seller does not warrant perishable items (filmstrips, audio tapes, or printed material). THIS WARRANTY IS IN LIEU OF ALL OTHER WARRANTIES, WHETHER STATUTORY, EXPRESS OR IMPLIED, INCLUDING IMPLIED WARRANTIES OF FITNESS FOR USE AND MERCHANTABILITY, EXCEPT AS TO TITLE OR EXCEPT AS SPECIFICALLY SET FORTH IN THIS SALE AND DOES NOT APPLY TO ANY PRODUCTS OF SELLER WHICH HAVE BEEN REPAIRED OR ALTERED OR HAVE BEEN SUBJECT TO MISUSE OR ABUSE. SELLER IS NOT LIABLE FOR ANY CONSEQUENTIAL OR SPECIAL DAMAGE OR FOR PERSONAL INJURY RESULTING DIRECTLY OR INDIRECTLY FROM THE DESIGN, MATERIAL, WORKMANSHIP, OPERATION OR INSTALLATION OF ANY OF ITS PRODUCTS AND NEITHER ASSUMES NOR AUTHORIZES ANY OTHER PERSON TO ASSUME FOR IT ANY OTHER LIABILITY IN CONNECTION THEREWITH.

SINGER
EDUCATION DIVISION
CAREER SYSTEMS

WATER HEATER

Ten Year Warranty Certificate

MODELS: Laguna, Deluxe, Cavalier, Triumph, "IG", "TG", "UG" and "KG" , EMPIRE 500

This certificate properly filled out and signed by the purchaser warrants to the owner that if within one year after original installation of water heater any part or parts shall prove upon Manufacturer's examination to be defective in material or workmanship, the Manufacturer will repair or exchange at our option the defective part or parts, f.o.b. factory or nearest designated authorized service agency.

If the glass-lined steel tank in the heater leaks due to rust, corrosion, or other chemical action of water within the first FIVE years, the Manufacturer will furnish a complete new heater of a then current design, equivalent size, model, and performance to fulfill the original warranty.

If the glass-lined steel tank in the heater leaks due to rust, corrosion, or other chemical action of water within the following FIVE years but prior to TEN years, the Manufacturer will furnish a complete new heater of a then current design, equivalent size, model, and performance together with applicable then current guarantee charging a percentage as indicated in the table below of the prevailing retail price of the water heater.

6th year 50% 7th year 60% 8th year 70%
9th year 80% 10th year 90%

Such replacement part or water heater shall be furnished to the customer, f.o.b. factory or nearest designated service agency. The purchaser shall assume the labor and delivery costs in replacing defective unit.

The Manufacturer's warranty liability is limited to a period of ONE YEAR for both material and workmanship and for tank failure from leaks due to rust, corrosion, or other chemical action of water when the water heater has been used in a commercial or industrial establishment or for any purpose other than supplying household hot water service to a single family dwelling unit.

This guarantee applies to the heater only while it remains installed in its original location and when the heater has been used only: (a) at temperatures not exceeding the maximum setting of its thermostat; (b) at ordinary tap water pressures not exceeding the pressure ratings shown on the heater; and (c) with type gas as shown on the nameplate — or with electric current input as shown on the nameplate.

No warranty is given as to any product not properly installed according to applicable codes and ordinances, or which shall have been subject to misuse, alterations, neglect, or accident.

This guarantee is in lieu of all other warranties, expressed or implied and of all other obligations or liabilities on our part and we neither assume nor authorize any person to assume for us any other obligations or liability in connection with the sale of this heater. The Manufacturer shall not be liable by virtue of this guarantee or otherwise for damage to any person or property.

DEALER'S NAME ______________________
ADDRESS ______________________
CITY ______________________
STATE ______________________
DATE INSTALLED ______________________

OWNER ______________________
ADDRESS ______________________
CITY ______________________
STATE ______________________

SERVICE CODE NUMBER	MODEL NUMBER	SERIAL NUMBER

OWNER: PLEASE RETAIN THIS CERTIFICATE FOR YOUR RECORDS

GAFFERS & SATTLER
a subsidiary of Republic Corporation
Executive and Sales Offices: 4851 S. ALAMEDA ST., LOS ANGELES 58, CALIFORNIA
SAN FRANCISCO—DALLAS
GAFFERS & SATTLER

BUILT-IN RANGES
FREE-STANDING RANGES
AIR CONDITIONERS
FURNACES
DISHWASHERS
DISPOSERS
AIR COOLERS
WATER HEATERS
STANDARD DUTY BLOWERS

"I'M GAFFERS"
"I'M SATTLER"

PRINTED IN UNITED STATES OF AMERICA

PART NUMBER 9-6804-1

CD11

Time__________

Student I.D. #__________

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

EVALUATION SHEET

YES NO

PRODUCT LABEL - 1

___ ___ 1. The customer should polish this product daily.

___ ___ 2. Paste wax may be used to refinish this product.

___ ___ 3. Do not use abrasive cleaners on this product.

___ ___ 4. Toxic shampoos can damage this product.

___ ___ 5. A paste wax finish is permanent on this product.

PRODUCT LABEL - 2

___ ___ 6. The clock has only one level of brightness.

___ ___ 7. The weather band feature can be used anywhere.

___ ___ 8. This product features a SLEEP TIMER up to one hour.

___ ___ 9. To set time, turn the appropriate dial in either direction.

___ ___ 10. This product has a buzz alarm.

PRODUCT SAFETY TAG - A

___ ___ 11. Oven racks can be adjusted safely at any time.

___ ___ 12. Wet pot holders can be dangerous to the user.

___ ___ 13. Gasoline should NOT be used to clean an oven.

___ ___ 14. Ovens are for cooking, not heating the kitchen.

___ ___ 15. In case of grease fire, douse it with water.

PRODUCT SAFETY TAG - B

___ ___ 16. Store gasoline in a glass jug.

___ ___ 17. Do NOT smoke while around gasoline.

___ ___ 18. Stop the engine before adding fuel.

___ ___ 19. Store gasoline out of the reach of children

___ ___ 20. This tag was provided by the Outdoor Power Education Institute.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

EVALUATION SHEET CONT'D

YES NO

PRODUCT WARRANTY - I

___ ___ 21. This warranty is for 90 days from date of purchase.

___ ___ 22. This warranty is void if the product is altered.

___ ___ 23. This warranty applies only to the company's component parts.

___ ___ 24. To receive warranty service, purchaser may contact the business from which he bought the product.

___ ___ 25. Seller is responsible for personal injury from use of this equipment.

PRODUCT WARRANTY - II

___ ___ 26. This product is under warranty for FIVE years.

___ ___ 27. Improper installation voids this warranty.

___ ___ 28. This product will be replaced by failure due to rust at no cost to the customer after three years of use.

___ ___ 29. This warranty applies only to the Model Empire 500.

___ ___ 30. The letters U - L within a circle indicate that this product has a Union Label.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

EVALUATION SHEET KEY

YES	NO		PRODUCT LABEL - 1
	X	1.	The customer should polish this product daily.
X		2.	Paste wax may be used to refinish this product.
X		3.	Do not use abrasive cleaners on this product.
X		4.	Toxic shampoos can damage this product.
	X	5.	A paste wax finish is permanent on this product.
			PRODUCT LABEL - 2
	X	6.	The clock has only one level of brightness.
	X	7.	The weather band feature can be used anywhere.
	X	8.	This product features a SLEEP TIMER up to one hour.
	X	9.	To set time, turn the appropriate dial in either direction.
X		10.	This product has a buzz alarm.
			PRODUCT SAFETY TAG - A
	X	11.	Oven racks can be adjusted safely at any time.
X		12.	Wet pot holders can be dangerous to the user.
X		13.	Gasoline should NOT be used to clean an oven.
X		14.	Ovens are for cooking, not heating the kitchen.
	X	15.	In case of a grease fire, douse it with water.
			PRODUCT SAFETY TAG - B
	X	16.	Store gasoline in a glass jug.
X		17.	Do NOT smoke while around gasoline.
X		18.	Stop the engine before adding fuel.
X		19.	Store gasoline out of the reach of children.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

EVALUATION SHEET KEY CONT'D

YES	NO		
	X	20.	This tag was provided by the Outdoor Power Education Institute.
			PRODUCT WARRANTY - I
X		21.	This warranty is for 90 days from date of purchase.
X		22.	This warranty is void if the product is altered.
X		23.	This warranty applies only to the company's component parts.
	X	24.	To receive warranty service, purchaser may contact the business from which he bought the product.
	X	25.	Seller is responsible for personal injury from use of this equipment.
			PRODUCT WARRANTY - II
	X	26.	This product is under warranty for FIVE years.
X		27.	Improper installation voids this warranty.
	X	28.	This product will be replaced by failure due to rust at no cost to the customer after three years of use.
	X	29.	This warranty applies only to the Model Empire 500.
	X	30.	The letters U - L within a circle indicate that this product has a Union Label.

CE1

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

NAME OF WRITER: Larry Lewallen
COMPLETE SCHOOL NAME: Mills High School
ADDRESS OF SCHOOL: 1300 Dixon Road
CITY, STATE, ZIP: Little Rock, Arkansas 72206
PHONE NUMBER: 501-490-1477
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

COMPETENCIES TO BE TESTED

Balance cash and total sales for the department and/or cash register at the end of the day.

Know that careful calculating the exact amount of a customer's purchase will prevent inventory shortages.

Use and translate percentages with facility.

Figure markup percent on individual items, on merchandise orders and merchandise carried in stock throughout a designated period.

Apply the fundamental of business mathematics of retail merchandising.

Compute factors which affect gross margin.

OBJECTIVES OF THIS EVENT

When given the problems dealing with the cash drawer, percentage, markup, and selling price for general merchandising, the participant will demonstrate the ability to perform the math computation needed to work in a store.

BRIEF DESCRIPTION OF EVENT

The participant will be given a two part test. In the first part the participant will be given a group of sales tickets from a department store. The participant will add and total the tickets and will balance the cash drawer when finished. In part two the participant will be given a math test with problems of the type used in stores.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVENT ITSELF

In this event, the participant will be given problems dealing with the cash drawer, percentage, markup, and selling price for general merchandising. The student should demonstrate the ability to perform the math computation needed to work in a store.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event should be scheduled in one session. The test will require 45 minutes actual testing time.

Briefing and handing out supplies	5 minutes
Testing	40 minutes
Grading test	10 minutes

Facilities, Equipment and/or Materials Needed:

A cash drawer with enough change and bills to cover the tickets and $65.00 change will be needed for every six participants in part one of the test.

For part two, participants will need a room with desk or tables that have large writing surfaces.

Participants will need pencils and paper.

Personnel Needed to Conduct Event:

Chairperson

At least one judge per each 24 participants.

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

60 points

Tie-Breaker:

Time factor on each part.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

STUDENT INSTRUCTION SHEET

Objectives:

You will be given problems dealing with the cash drawer, percentage, markup, and selling price for general merchandising. You are to demonstrate the ability to perform the math computation needed to work in a store.

Procedures:

1. You will be given a one-part test.
2. You will find that the first section requires you to add sales tickets and balance the cash drawer.
3. You will be given six sales tickets. Total each ticket and figure the sales tax.
4. After totalling the last ticket you will use the Proof of Cash form to balance the tickets with the cash drawer.
5. Complete the worksheet on percentages, discounts, and markup.
6. You will have 45 minutes to do the test, but turn in your answer sheet as soon as you finish since time will be used in case of a tie.
7. You will not be allowed to use an adding machine or calculator on the test.

Materials Needed:

Pen or pencil and paper

Additional Comments:

All students may not finish all problems due to time limit.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

JUDGE'S INSTRUCTION SHEET

Competencies:

Balance cash and total sales for the department and/or cash register at the end of the day.

Know that carefully calculating the exact amount of a customer's purchase will prevent inventory shortages.

Use and translate percentages with facility.

Figure markup percent on individual items, on merchandise orders and merchandise carried in stock throughout a designated period.

Apply the fundamentals of business mathematics of retail merchandising.

Compute factors which affect gross margin.

Objectives:

Evaluate whether the student can handle problems dealing with the cash drawer, percentage, markup, and selling price for general merchandising.

Evaluate the student's ability to perform the math computation needed to work in a store.

Directions/Procedures/Judge's Role:

Each participant will be given a one-part test.

The participant will be allowed 45 minutes to total the six tickets balance the cash drawer, and work the problems.

Each participant will work the problems without the use of adding machines or calculators.

If the participant finishes before time is called on either part of test, make note of the time for use in case of a tie.

Minimum Level of Acceptable Performance for Event:

60 Points

CE7

Student I.D. #____________

Occupational Category: General Merchandise
Level: Master Employee
Instructional Area: Mathematics

EVALUATION SHEET

Ticket #1

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

__________19___

Sold to__________

Reg. No.____Clerk____ ACCOUNT FORWARDED

1	2 Shirts	@ 3.97	
2	2 Ties	@ 3.88	
3			
4	tax		
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Ticket #2

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

__________19___

Sold to__________

Reg. No.____Clerk____ ACCOUNT FORWARDED

1	1 Flower	@ 4.67	
2	1 Pot	@ 2.97	
3	1 Bag of potting		
4	soil	@ 1.99	
5	3 Pkgs of Ties	@ .77	
6	1 Plant stand	@ 5.95	
7			
8	tax		
9			
10			
11			
12			
13			
14			
15			

Ticket #3

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

__________19___

Sold to__________

Reg. No.____Clerk____ ACCOUNT FORWARDED

1	1 Rod	@ 15.05	
2	9 Plugs	@ 1.40	
3	1 Reel	@ 13.10	
4	3 Line	@ 2.23	
5	1 Tackle Box	@ 9.43	
6			
7	tax		
8			
9			
10			
11			
12			
13			
14			
15			

Student I.D. # CE8

Occupational Category: General Merchandise
Level: Master Employee
Instruction Area: Mathematics

EVALUATION SHEET CONT'D

Ticket #4

Corner

Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939 **202 WEST WALNUT**

______ 19__

Sold to ______

Reg. No. ____ **Clerk** ____ **ACCOUNT FORWARDED**

1	1 Dress @ 18.96			
2				
3				
4				
5	tax			
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Ticket #5

Corner

Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939 **202 WEST WALNUT**

______ 19__

Sold to ______

Reg. No. ____ **Clerk** ____ **ACCOUNT FORWARDED**

1	6 Qt. Oil 2 for 1.29			
2	1 Filter @ 3.98			
3	2 Clamps @ .69			
4	4 Bolts @ .13			
5	1 Belt @ 2.27			
6				
7	tax			
8				
9				
10				
11				
12				
13				
14				
15				

Ticket #6

Corner

Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939 **202 WEST WALNUT**

______ 19__

Sold to ______

Reg. No. ____ **Clerk** ____ **ACCOUNT FORWARDED**

1	1 pair Shoes @ 5.88			
2	1 pair Shoes @ 7.95			
3	1 pair Shoes @ 3.99			
4				
5	tax			
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Student I.D. #

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

EVALUATION SHEET CONT'D

PROOF OF CASH

Last register reading---------------------- None

Former register reading-------------------- None

Amount of sales----------------------------

Sales for the period-----------------------

Beginning cash----------------------------- 65.00

Drawer must account for--------------------

Correction forms---------------------------

Removal for deposits----------------------- None

Cash in Drawer

Checks--------------------------

Bills---------------------------

Coins---------------------------

Total Cash-----------------

Total cash, corrections, etc----------

Short---------------------------------

Student I.D. #____________

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

EVALUATION SHEET CON'D

1. Change the following percent to a decimal:

10% = 12½% = 35% = 129% = 1% =

.2% = ½% = ¼% = 182% = .005% =

2. Change the following to a percent:

.54 = 43.2 = ½ = ¼ = .5 =

.23 = 1.54 = .005 = .1 = .025 =

3. Figure a 15% discount on the following sales prices: Give the discounted prices only.

$4.98 3.67 5.00 6.21 7.09

4. Figure a 12½% discount on the following sales prices: Give the discounted prices also.

$0.98 12.08 .08 2.09 199.60

5. Find the retailer's selling price in each of the following. The operating expenses and net profit are based on the selling price.

	Retailer's Cost	Operating Expenses	Desired Net Profit	Retailer's Selling Price
a.	$41.73	27%	8%	
b.	5.34	25%	15%	
c.	25.90	34%	10%	
d.	20.15	24%	14%	
e.	158.98	35%	7%	

CE11

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

EVALUATION SHEET KEY

Ticket #1

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

____________________ 19____

Sold to ____________________

Reg. No.____ Clerk____		ACCOUNT FORWARDED		
1	2 Shirts @ 3.97		7	94
2	2 Ties @ 3.88		7	76
3			15	70
4	tax			47
5	Total		16	17
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Ticket #2

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

____________________ 19____

Sold to ____________________

Reg. No.____ Clerk____		ACCOUNT FORWARDED		
1	1 Flower @ 4.67		4	67
2	1 Pot @ 2.97		2	97
3	1 Bag of potting			
4	soil @ 1.99		1	99
5	3 Pkgs of ties @ .77		2	31
6	1 Plant stand @ 5.95		5	95
7			17	89
8	tax			54
9	Total		18	43
10				
11				
12				
13				
14				
15				

Ticket #3

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

____________________ 19____

Sold to ____________________

Reg. No.____ Clerk____		ACCOUNT FORWARDED		
1	1 Rod @ 15.05		15	05
2	9 Plugs @ 1.40		12	60
3	1 Reel @ 13.10		13	10
4	3 Lines @ 2.23		6	69
5	1 Tackle Box @ 9.43		9	43
6			56	87
7	tax		1	71
8			58	58
9				
10				
11				
12				
13				
14				
15				

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

EVALUATION SHEET KEY

Ticket #4

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

________________19___

Sold to________________________

Reg. No._____Clerk_____ ACCOUNT FORWARDED

1	1 Dress @ 18.96		18	96
2				
3	tax			57
4				
5	Total		19	53
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Ticket #5

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

________________19___

Sold to________________________

Reg. No._____Clerk_____ ACCOUNT FORWARDED

1	6 Qts. Oil @ 2 for			
2	1.29		3	87
3	1 Filter @ 3.98		3	98
4	2 Clamps @ .69		1	38
5	4 Bolts @ .13			52
6	1 Belt @ 2.27		2	27
7			12	02
8	tax			36
9	Total		12	38
10				
11				
12				
13				
14				
15				

Ticket #6

Corner
Owner
OPEN 8 A.M. TO 7 P.M. - MONDAY THRU SATURDAY
Phone 636-3939
202 WEST WALNUT

________________19___

Sold to________________________

Reg. No._____Clerk_____ ACCOUNT FORWARDED

1	1 Pair Shoes @ 5.88		5	88
2	1 Pair Shoes @ 7.95		7	95
3	1 Pair Shoes @ 3.99		3	99
4			17	82
5	tax			54
6	Total		18	36
7				
8				
9				
10				
11				
12				
13				
14				
15				

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

EVALUATION SHEET KEY

1. Change the following percent to a decimal: (one point each)

10% = .1 12½% = .125 35% = .35 129% = 1.29 1% = .01

.2% = .002 ½% = .005 ¼% = .0025 182% = 1.82 .005% = .00005

2. Change the following to a percent: (one point each)

.54 = 54% 43.2 = 4320% ½ = 50% ¼ = 25% .5 = 50%

.23 = 23% 1.54 = 154% .005 = .5% .1 = 10% .025 = 2.5%

3. Figure a 15% discount on the following sales prices: Give the discounted prices also. (two points each)

	$4.98	3.67	5.00	6.21	7.09
discount	.75	.55	.75	.93	1.06
discount price	$4.23	3.12	4.25	5.28	6.03

4. Figure a 12½% discount on the following sales prices: Give the discounted prices also. (two points each)

	$0.98	12.08	.08	2.09	199.60
discount	.12	1.51	.01	.26	24.95
discount price	$ .86	10.57	.07	1.83	174.65

5. Fine the retailer's selling price in each of the following. The operating expenses and net profit are based on the selling price. (two points each)

	Retailer's Cost	Operating Expenses	Desired Net Profit	Retailer's Selling Price
a.	$41.73	27%	8%	64.20
b.	5.34	25%	15%	8.90
c.	25.90	34%	10%	46.27
d.	20.15	24%	14%	32.50
e.	158.98	35%	7%	274.10

CF1

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

NAME OF WRITER: Juanita Baldwin
COMPLETE SCHOOL NAME: Pine Bluff High School
ADDRESS OF SCHOOL: 711 West 11th Avenue
CITY, STATE, ZIP: Pine Bluff, Arkansas 71601
PHONE NUMBER: 501-534-5722
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

COMPETENCIES TO BE TESTED

Skills in analyzing merchandise returned because of unsatisfactory product performance

Attitude toward customer complaints and ability to resolve problems for retention of good will

OBJECTIVES OF THIS EVENT

To evaluate the student's skills in determining the customer's dissatisfaction regarding the performance of a given product

To evaluate the student's skill in analyzing the cause of unsatisfactory product performance

To evaluate the student's ability to solve the customer's complaint to the satisfaction of both the customer and store

BRIEF DESCRIPTION OF EVENT

Student is an employee in a general merchandise store and currently working in the small appliance department of the store. A customer, whom the student did not serve originally, returns an electric slicer and begins to complain about the product to the contestant. The student's job is to determine the reason for the customer's complaint, analyze the product to determine the probable cause of the problem and solve the problem to the mutual satisfaction of the customer and the store.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

EVENT ITSELF

A customer returns an item that has been purchased a week before (an electric slicer.) The student is to determine what is wrong with the product and offer solutions which will be mutually acceptable to the customer and to the store. The student's attitude, respect for the customer's problem, and his ability to carry out the store's policy should all be evaluated.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

One room should be set up as much like the small appliance department of a general merchandise store as possible. A counter or table, an electrical outlet, and two electric slicers, one not functioning and one in good working condition, are essential. A second room should be provided where the student may read his instructions and handout sheet while waiting his turn. Contestant should not be permitted to see or study the product to be used in this event until he is given the product by the customer during the demonstration. Each student should be admitted to the study room one at a time. Each student should be assigned a number and instructed to use the number on all his contest materials. Staff should make arrangements to tabulate judges' sheets, prepare averages, break ties, and prepare the list of winners.

Facilities, Equipment, and/or Materials Needed:

Two rooms, as described above, should be provided. Space for demonstration should be in full view of the judges. There should be sufficient sheets for each judge to have one sheet for each contestant. Also, pencils should be available. Judges should be provided with comfortable chairs and space for writing. Judges should be given an envelope for used

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

Facilities, Equipment, and/or Materials Needed- cont'd

and a second envelope for all materials including unused evaluation sheets, these should all be returned to the DECA Staff, with timing devices.

Personnel Needed:

Three judges and one customer. The same person should serve as customer for each contestant. The event chairman may serve as timekeeper and preparation room overseer.

Advance Directions to Send to Participants:

None

Minimum Level of Acceptable Performance for Event:

Minimum acceptable level would be 70 points on the evaluation scale of 100 points.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

STUDENT INSTRUCTION SHEET

Objectives:

This activity has been designed to give you the opportunity to demonstrate your skills in determining the customer's dissatisfaction regarding the performance of a given product.

Skill in analyzing the cause of unsatisfactory product performance and your ability to solve the customer's complaint to the satisfaction of both the customer and the store will also be evaluated.

Procedures:

You will be given five minutes to read these instructions and the handout sheet.

When directed, you will proceed to the demonstration area where you should conduct yourself and your role-playing demonstration according the the techniques you have been taught and the information contained in the handout sheet.

Your demonstration will be limited to no more than five minutes.

Materials Needed:

None

Additional Comments:

The role you are to play is attached.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Product and Service Technology

CASE PROBLEM

You are an employee of a general merchandise store currently working in the small appliance department of the store. A customer, whom you have not served, returns an electric slicer complaining about the performance of the product. You are the only employee in the department at the time. The customer has had the product less than a week and the product has a 90-day warranty from the manufacturer. Also, the customer has her charge ticket with her. The store's policy is to refund or exchange items to the customer's satisfaction after you have determined that the product is in fact defective. Your store's policy also strongly emphasizes customer good will.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

CUSTOMER INSTRUCTION SHEET

The customer should endeavor to play the same role with each student. The customer is returning a defective electric slicer. The customer is somewhat irritated and demanding. He/she should explain what is wrong, but mostly allow the participant to ask questions. You have had the slicer one week. It is warranted for 90 days. You have the sales ticket. The student is to be evaluated on his ability to determine what is wrong, his attitude toward you, and his ability to offer solutions that will be mutually acceptable to you and the store, within the store policy.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

JUDGE'S INSTRUCTION SHEET

Competencies:

Skills in analyzing merchandise returned because of unsatisfactory product performance

Attitude toward customer complaints and ability to resolve problems for retention of good will

Objectives:

To evaluate the student's skills in determining the customer's dissatisfaction regarding the performance of a given product

To evaluate the student's skill in analyzing the cause of unsatisfactory product performance

To evaluate the student's ability to solve the customer's complaint to the satisfaction of both the customer and store

Directions/Procedures/Judge's Role:

Each judge will observe and evaluate each demonstration on sheets that will be provided by the staff. Judges should not enter into demonstration or in any manner take part in the discussion. Only the person serving as the customer should enter into the demonstration. The customer should endeavor to play the same role with each student.

In the event of a tie, the average scores earned on item 6 on the evaluation sheet shall be used to break the tie, then item number 8 and then item number 10.

Minimum Level of Acceptable Performance for Event:

70%

Student I. D. #__________________

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Product and Service Technology

EVALUATION SHEET

Please rate each demonstration using the following scale to rate each:

10-9 EXCELLENT	First class, superior, maximum effectiveness and effort to solve problem and determine cause of product dissatisfaction;
8-7 GOOD	Satisfactory, sufficient, showed interest and concern about product and problem;
6-5 AVERAGE	Lowest acceptable quality, just "run-of-the-mill", of mean value
4-3 MEDIOCRE	Ordinary, indifferent to customer; little or no knowledge of product
2-1 POOR	Wanting, lacking, of no value to customer or store

SCORE

_____ 1. Did the salesperson's actions and words indicate concern and respect in allowing the customer to fully "air" her complaint about the product?

_____ 2. Did the salesperson refrain from interrupting and arguing with customer while she was stating her case?

_____ 3. Did the salesperson obtain the facts about the product and restate them so both understood the case?

_____ 4. Did the salesperson examine the product to determine the cause of the unsatisfactory performance?

_____ 5. Did the salesperson explain the cause of the unsatisfactory performance to the customer?

_____ 6. Did the salesperson explain the manufacturer's warranty?

_____ 7. Did the salesperson use sufficient product information to solve the problem?

_____ 8. Did the salesperson offer the customer her choice of several solutions?

_____ 9. Did the salesperson resolve the problem in a manner that would help insure retaining the customer's good will and future business?

_____ 10. Did the salesperson follow the store's policy on returns?

__________TOTAL

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

NAME OF WRITER: George Caristianos

COMPLETE SCHOOL NAME: Hot Springs High School

ADDRESS OF SCHOOL: 701 Emory Street

CITY, STATE, ZIP: Hot Springs, Arkansas 71901

PHONE NUMBER: 501-624-5286

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

COMPETENCIES TO BE TESTED

Knowledge of the principles of advertising so that you can identify and recognize correct statements

Skill in the understanding of newspaper advertising by setting up a page of ads.

Application of information learned about advertising media by organizing a budget

OBJECTIVES OF THIS EVENT

To show that you know true statements by listing those that are true and those that are false.

To show that you can interpret principles of newspaper advertising by constructing a supplement to go into a local newspaper.

To show that you can organize a firm's advertising budget by selecting media to use in a special situation.

BRIEF DESCRIPTION OF EVENT

The participant is an employee in the advertising department of a general merchandise store. He will proceed with a three-part encounter. First is a written true-false test on the principles of advertising. Second is a situation involving his construction of a newspaper supplement. Third, is an opportunity for him to organize the firm's advertising budget for one month from a given situation.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

EVENT ITSELF

This event consists of three parts. The first will be a true-false test on the basic principles of advertising. In the second part of the event, the participant will construct a one-page ad in a newspaper supplement. This will test his/her skill in the understanding of newspaper advertising. In the final section, he/she will encounter a situation where in he/she will organize his/her firm's advertising budget for a month from a given situation in the case problem. In this problem, he/she will show his/her ability to select media and follow a budget.

(See next three pages for continuation of Event Itself)

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

EVENT ITSELF CONT'D

PRINCIPLES OF ADVERTISING
Section I
Advertising Test--True or False

_____1. An ad is a paid, non-personal message by an identified sponsor.
_____2. The ultimate purpose of advertising is to attract customers into a place of business and persuade them to buy merchandise or services offered for sale.
_____3. New customers can be secured by a firm through advertising by calling on thousands of people a day.
_____4. To get advertising to work for you, you must have a good product to sell, a tidy establishment, courteous service, and a good location.
_____5. Advertising has helped develop the "American Way of Life" by raising our standard of living.
_____6. Advertising lowers business costs and reduces the price for the consumer.
_____7. Some questions people ask before making a purchase can often be answered by advertising.
_____8. Advertising such services as free parking, free delivery, courteous treatment, guarantees, and charge accounts will attract customers to the store.
_____9. One type of person who is generally influenced by advertising is one who wants an item, but must be coaxed into action.
_____10. The statement, "Make advertising dynamic and compelling", means that advertising must be geared to sell or drive people to action.
_____11. Selling by advertising and ordinary selling differ in that advertising is impersonal and selling is personal.
_____12. Advertising is directed at groups of people, whereas selling is directed to the individual.
_____13. Consumer demand means that customers call for a particular brand name.
_____14. National advertising can be of benefit to a local business firm.
_____15. Men's and women's clothing styles are controlled through advertising.
_____16. "Word-of-Mouth" advertising can be helpful to a store.
_____17. Advertising takes away the gamble in business by guiding the customer to the store.
_____18. Promotional ads lead to sales.
_____19. Institutional ads tend to build an image or reputation for a business firm.
_____20. When a firm ties its advertising in with worthwhile community activities, goodwill is usually built, and prestige for the firm results.

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

EVENT ITSELF CONT'D

CONSTRUCTION PAGE ONE OF NEWSPAPER SUPPLEMENT
Section II

From the Memorial Day Supplement that your Headquarters store is going to run, you discover that the bottom four items are not in sufficient enough supply for your local store to advertise. The four items from page one are paper plates, marshmallows, ice cream dishes, and garden hoses.

As an employee in the advertising department, you are to select items from pages 3 through 8 to substitute for items mentioned above. We will say that all these items are in sufficient supply. We will also say that replacement ads are available to fill in those which you cut or tear out, and that all pages are colored so that ads will match those of page one.

Glue ads that you select for replacement on top of present ads on page one.

Tell why you selected the items you did.

Glue, scissors, and ruler will be furnished for you.

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

EVENT ITSELF CONT'D

SELECTION OF MEDIA SITUATION
Section III

You are working in the advertising department of a medium-sized general merchandise store in a city of 50,000 population. You have been notified that you have $500.00 to use for advertising purposes during the month of July. From the following media, choose that, or those, which you would select. State amounts you would spend on each, and why you selected what you did. The media are television, newspaper, radio, outdoor, direct mail, or other. You may read anything you want into this situation. Let your imagination run wild!

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event has a total of three parts. All three parts can be completed by the student seated at his desk in a period of one hour and fifteen minutes. Instructions and materials can all be handed out at one time.

Facilities, Equipment, and/or Materials Needed:

One room with chairs for all contestants with table top surface to work upon, or desk type seats.

Test materials for students with magazine-type newspaper supplement.

Three chairs and tables for judges, or desks.

Glue, scissors, and rulers for contestants.

Personnel Needed:

Three judges

Advance Directions Sent to the Participants:

None

Minimum Level of Acceptance Performance for Event

65%

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

STUDENT INSTRUCTION SHEET

Objectives:

To show that you recognize true statements concerning the principles of advertising. Also that you can interpret the principles on newspaper advertising by constructing a newspaper supplement. Also that you can organize a firm's advertising budget by selecting media to use in a given situation.

Procedures:

You work in the advertising department of a general merchandise store. As you proceed through a three-part encounter, you will first of all take a short true-false test on the principles of advertising. Then you will revamp page one of an eight-page newspaper supplement from instructions provided. To complete the session, you will encounter a situation wherein you will organize your firm's advertising budget for a month from a given situation. Certain materials will be furnished to you. Good luck.

Materials Needed:

All materials will be furnished.

Additional Comments:

None

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge of the principles of advertising so that the student can identify and recognize correct statements

Skill in the understanding of newspaper advertising by setting up a page of ads

Application of information learned about advertising media by organizing a budget

Objectives:

The student shows that he has knowledge of advertising principles by recognizing and placing T or F in the blank by each statement.

The student interprets principles of newspaper advertising by constructing a supplement.

The student organizes a firm's advertising budget by selecting media.

Directions/Procedures/Judge's Role:

You will administer a three-part test and then grade it according to the evaluation sheet.

Minimum Level of Acceptable Performance for Event:

65%

OCCUPATIONAL CATEGORY: General Merchandise

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

EVALUATION SHEET

Part One--True-False Test (40 points)

20 questions at 2 points each — Total _______

Part Two--Newspaper Supplement (40 points)

	Appearance	Originality
	Poor Average Excellent	Poor Average Excellent
Ad #1	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Ad #2	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Ad #3	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Ad #4	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5

Total _______

Part Three--Media Selection (20 points)

	Poor Average Excellent
Uniqueness	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
Correctness of Amount	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

Total _______

Total Points ___________

OCCUPATIONAL CATEGORY: General Merchandise
LEVEL: Master Employee
INSTRUCTIONAL AREA: Advertising

EVALUATION SHEET KEY

Part One:

1. T
2. T
3. T
4. T
5. T
6. F
7. T
8. T
9. T
10. T
11. T
12. T
13. F
14. T
15. F
16. T
17. F
18. T
19. T
20. T

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

NAME OF WRITER: Dot Cook

COMPLETE SCHOOL NAME: Jonesboro High School

ADDRESS OF SCHOOL: 301 Hurricane Drive

CITY, STATE, ZIP: Jonesboro, Arkansas 72401

PHONE NUMBER: 501-935-2880

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

COMPETENCIES TO BE TESTED

Skill in interpreting store policies to customers.

Skill in communication effectively with customers, coworkers, and supervisors.

Attitude that the tone of voice can express sincere welcome and eagerness to be of service.

A realization that even in the most skillfully constructed communications, misinterpretations will develop.

OBJECTIVES OF THIS EVENT

To assess the student's ability to interpret store policy to the customer.

To assess the student's ability to communicate store policy to a customer.

To assess the student's skill and creativity in dealing with a problem situation without losing a regular customer.

BRIEF DESCRIPTION OF EVENT

This event will consist of a case problem in which the participant will have to interpret store policy to the customer.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

EVENT ITSELF

You are the checker at a food market store. You have checked and bagged the groceries for the customer.

The store has a policy that you are not allowed to double bag (put a sack inside another sack). You are allowed to put damp items and meat items that might leak in plastic bags and these in the paper sacks, but this is not considered double bagging.

A regular customer insists you double bag all of the groceries he purchases.

The store manager is where he can observe you. How will you explain this policy to the customer to keep him as a regular customer of the store.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Participants will be assigned an identification number, a time and place to report for competition.

Prior to the event, a customer briefing session and a judges briefing session should be held. The total time for these briefings should not exceed 30 minutes. In this briefing session the judges and the customer will receive their instructions and have an opportunity to ask any questions they may have. During the briefing session with the judges and the customer, review the case problem and evaluation procedure thoroughly and answer all questions. Prior to actual competition a run-through of the event should be conducted so that all judges and customers understand the event procedure and the evaluation procedure.

Facilities, Equipment and/or Materials Needed:

Table and chairs for judges.

Stop watch for each judging station.

Two sacks of groceries, which should include one or more items in plastic bags to simulate meat, frozen foods or other damp items.

Personnel Needed to Conduct Event:

Event Chairperson
Adult Assistant for each judging station
Customer
Judges

Advance Instructions to Send to Participants:

None

Minimum Level of Acceptance Performance for Event:

Not known

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

STUDENT INSTRUCTION SHEET

Objectives:

To assess your ability to interpret store policy to the customer.

To assess your ability to communicate store policy to a customer.

To assess your skill and creativity in dealing with a problem situation without losing a regular customer.

Procedures:

You will be given a case problem dealing with a food marketing industry situation. You are to demonstrate your skill and ability to communicate effectively the store policy to a customer without losing the customer.

1. You will be given five (5) minutes to read the case problem and develop your thoughts. You may make notes on the back of this paper.
2. You will then enter the judging area where you will carry out your role in the case problem with a customer. You will have a total of three minutes in which to complete this activity. The judges will observe the role playing situations.
3. You may not communicate with the judges in any manner. The judges will not enter into the discussion. The customer is not a judge in this event.

Materials Needed:

None

Additional Comments:

Judging will be based on your presentation and your skill in dealing with the situation presented in the case problem.

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIOAL AREA: Communications

CUSTOMER INSTRUCTION SHEET

As the customer in this event you are to play out the role of the customer in the attached case problem.

Remember the store policy forbids the checker from double bagging. You feel justified in asking the store to double bag your purchases because you are a regular customer of the store.

The participant will be playing out the role of the checker and will also be sacking your purchases. You are to react to the participant in the manner you deem appropriate for the customer to act in such a situation. You should use the same beginning statement with each participant. Examples of statements you might use are:

1. I am a regular customer, why can't you put them in another bag.

2. The bags are too thin and they sometimes get damp and rip open.

3. I want to see the manager about this.

After beginning the interchange with the participant, base your actions on the efforts of the participant to bring this situation to a satisfactory conclusion.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Communications

JUDGE'S INSTRUCTION SHEET

Competencies:

Skill in interpreting store policies to customers.

Skill in communicating effectively with customers, co-workers and supervisors.

Attitude that the tone of voice can express sincere welcome and eagerness to be of service.

A realization that even in the most skillfully constructed communications, misinterpretations will develop.

Objectives:

To assess the student's ability to interpret store policy to the customer.

To assess the student's ability to communicate store policy to a customer.

To assess the student's skill and creativity in dealing with a problem situation without losing a regular customer.

Directions/Procedures/Judge's Role:

Each participant will be given the attached case problem in communications. Each will be given five (5) minutes to read the problem and develop his approach to the situation.

The participant will then have three minutes in which to play out his/her role in the case problem to the customer. The participant will be dealing with the customer and is not to communicate with you in any way.

You are to rate each participant on the rating sheet.

Minimum Level of Acceptable Performance for Event:

Not known

Student I.D. #______________

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Communications

EVALUATION INSTRUMENT

Directions for Scoring:

This event should be scored, on the rating form provided, on the basis of the participants skill and creativity in communicating the store policy (NO double bagging) to the customer.

Instructions:

Enter the number of points each participant is awarded for each question in the line at the left.

EXCELLENT
20-17

ABOVE AVERAGE
16-13

AVERAGE
12-7

BELOW AVERAGE
6-3

POOR
2-0

SCORE

_____ 1. Participant quotes the store policy that the store cannot double bag, and explains the policy to the customer.

_____ 2. Participant demonstrates creativity in dealing with the situation and suggests possible solutions to the customers problem.

_____ 3. Participant uses a suitable tone of voice and avoids a shouting match with customer.

_____ 4. Participant constructs his statements carefully to avoid misunderstanding, without using words which are offensive to the customer.

Tie Breakers:

Question 2
Question 1

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

NAME OF WRITER: W. R. Woolly

COMPLETE SCHOOL NAME: Hall High School

ADDRESS OF SCHOOL: 6400 H Street

CITY, STATE, ZIP: Little Rock, AR 72203

PHONE: 501 - 661-9000

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

COMPETENCIES TO BE TESTED:

Development of an awareness that customer facilities help meet competition, encourage one-stop shopping and attract customers to the store.

Development of an awareness that special customer services and accommodations build customer goodwill and help increase sales.

OBJECTIVES OF THIS EVENT:

Using a case problem format and responding orally to a judge, the contestant will demonstrate an awareness of the customer services and facilities needed in food marketing and the effect these services have on the customer.

BRIEF DESCRIPTION OF EVENT:

The student as an employee for a medium-sized independent grocery chain is asked to make suggestions concerning customer services and facilities needed in his store.

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

EVENT ITSELF:

You are an employee of a medium-sized, independent grocery chain. Your store is one of ten full line stores. As part of an employee-involvement campaign, you submitted a suggestion for more customer services and facilities in all stores.

The president of the company has seen your suggestion and has sent word that he will be in your store in ten minutes to find out exactly what you had in mind. When the president arrives, you will meet with him in the manager's office and present your ideas concerning customer services and facilities needed in your store. Prepare a list of the most important ones you can think of and tell what they are and why they are important. You will have only five minutes.

Your store currently has plenty of parking, automatic doors, carry out service and a pick up point.

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Scheduling

1. Each student will take fifteen minutes to complete the event.
2. Each judge can handle one student each ten minutes.
3. Schedule students to start each ten minutes.

Sequence

1. Give a student the first instruction sheet and allow him/her to read it. You may do this as a small group each thirty minutes or just before the contestant begins the event. It is NOT part of their 10 minutes preparation.
2. Answer any question the student has. DO NOT ANSWER QUESTIONS AFTER THIS TIME.
3. Give contestant the second instruction sheet. (the Case Problem)
4. Ten minutes after the contestant is given the case problem, advise him/her that the president has arrived and is waiting on him/her. Take the contestant to the president (judge).
5. After EXACTLY five minutes with the judge, enter the room and tell the contestant that they are needed at the front of the store. Cut the discussion off exactly at five minutes. THIS IS IMPORTANT.
6. Give the judge about five minutes to complete his/her evaluation.
7. Take the next contestant in exactly ten minutes after he/she has started preparation.
8. Take the evaluation sheet from the judge as you take the next contestant in.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

DECA STAFF INSTRUCTION CONT'D

1. Brief judges and other personnel completely.
2. Practice the event with judges and customers before the first contestant.
3. Follow contestant time schedule exactly.
4. Collect evaluation sheets from judges as each contestant finishes.
5. Be sure contestant's name or number is on the evaluation sheet.
6. Be sure judge's name is on each evaluation sheet.

Tie Breaker:

1st. Contestant who mentions the most reasons why services and facilities are important. Section III of the evaluation sheet.

2nd. The number of items marked "6" in Section I

3rd. The number of items marked 5 and 6 in Section I

Facilities, Equipment, and/or Materials Needed

1. Instructions for the event manager, judges, and contestants
2. Case problem for judges and contestants
3. Evaluation sheet for judges
4. Stopwatch to time contestant
5. Preparation room and simulated manager's office
6. Evaluation sheets, one per contestant

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

DECA STAFF INSTRUCTION CONT'D

Personnel Needed:

1. Event Manager
2. Event Assistant
3. Judges as determined by number of contestants and time.

Advance Directions Sent to Students:

1. Bring scratch paper and pen or pencil.

Minimum Level of Acceptable Performance for Event:

Not Known

Additional Comments:

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

STUDENT INSTRUCTION SHEET

Objectives:

To demonstrate your awareness of the types of and reasons for customer services and facilities in food marketing.

Procedures:

1. You will be allowed a total of 10 minutes to read the instructions and to formulate your thoughts concerning the problem.
2. You will then have 5 minutes (exactly) to present your answers to the judge.
3. During your preperation time, you may make notes to use during your presentation to the judge.
4. You will be judged on the number of items mentioned, explanation of these items and the reasons these items are important.
5. You will not be evaluated on your presentation, only on its content.
6. Ask questions NOW. They will not be answered after you receive the case problem.

Materials Needed:

1. Pen or pencil
2. Scratch paper

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

JUDGES' INSTRUCTION SHEET

Competencies:

Development of an awareness that customer facilities help meet competition, encourage one-stop shopping and attract customers to the store.

Development of an awareness that special customer services and accommodations build customer goodwill and help increase sales.

Objectives of the Event:

The contestant will demonstrate his/her awareness of the types of and reasons for customer services and facilities in a food marketing store. The contestant will role play the part of an employee who has suggested that additional services be provided. He is to meet with the company president (the judge) to explain his suggestions.

Directions/Procedures/Judge's Role:

1. The judge will role play the part of the company president.
2. An event assistant will play the part of the store manager. The manager will bring the student to you and tell him/her when time is up.
3. The contestant will have a total of 10 minutes to read the case problem and formulate their answers.
4. They may make notes and use them during their presentation to the judge.
5. Contestants will have exactly 5 minutes to make their presentation.
6. The event assistant will cut the discussion off exactly at 5 minutes and instruct the contestant to leave.

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

JUDGES' INSTRUCTION SHEET CONT'D

7. Evaluate each contestant using the evaluation sheet provided. You have approximately five minutes.

8. Evaluation sheets will be collected from you before the next contestant enters.

9. Be sure the contestant's name or number and your name are on each evaluation sheet.

10. In event of a tie, a tie-breaker sequence is provided. Please complete the tie breaker accurately.

11. Do not evaluate the student on his presentation, but only on content.

Remember:

If you ask a question of one contestant, ask the same question in the same way of all contestants. Please do not lead the contestant toward answers. The objective of this event is for the contestant to demonstrate HIS awareness of customer services and facilities.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Management

EVALUATION SHEET

On the following page circle the number beside an item to indicate the degree to which the contestants demonstrate knowledge of the service or facility. If they name the service they receive two points. If they name the item, and explain it poorly they receive 3 points. If they explain it well they receive four points. If they name the item, explain it well and give a reason the item is important to the customer they will receive either five or six points for poor or strong reasons.

TIE BREAKER

Place a check beside items below if named by the contestant as a reason for customer services and facilities. In case of a tie, the contestant with the most checks wins.

___________MEET COMPETITION

___________ENCOURAGE ONE STOP SHOPPING

___________ATTRACT NEW CUSTOMERS

___________BUILD CUSTOMER GOODWILL

___________INCREASE SALES

SIGNATURE OF JUDGE ____________________________________

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Management

DB11a

EVALUATION SHEET CONT'D

Part I Service or Facility	NAMED ITEM	NAMED ITEM AND EXPLAINED		NAMED, EXPLAINED WELL & GAVE REASON	
		POOR	WELL	POOR	WELL
Telephone Order and Delivery	2	3	4	5	6
Nursery for Children	2	3	4	5	6
Post Office	2	3	4	5	6
Credit	2	3	4	5	6
Payroll Checks Cashed	2	3	4	5	6
Check Cashing Card	2	3	4	5	6
Free Telephone	2	3	4	5	6
Lost and Found	2	3	4	5	6
Food Vending Machines	2	3	4	5	6
Entertainment Vending Machines	2	3	4	5	6
In Store Bakery	2	3	4	5	6
In Store Deli	2	3	4	5	6
Deli with place to Eat	2	3	4	5	6
Custom Butcher	2	3	4	5	6
Seafood Shop	2	3	4	5	6
Rest Rooms	2	3	4	5	6
Bill Paying Service (gas/power)	2	3	4	5	6
Extra wrapping for meat or Frozen Items	2	3	4	5	6
Extended Hours	2	3	4	5	6
Return of Goods	2	3	4	5	6

ADD THE HIGHEST NUMBER CIRCLED ON EACH LINE. MAXIMUM POINTS THIS SECTION 90

Points__________

Part II Judges Discretionary points. Maximum 10 points.
The judge shall award 0 to 10 points for items not covered above. A very strong answer, naming the best services in the view of the judge, overall quality of answers, an obvious understanding of the need for good customer service or any other item deemed important by the judge.

Points__________

TOTAL POSSIBLE POINTS 100 __________

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

NAME OF WRITER: Carol B. Green

COMPLETE SCHOOL NAME: Metropolitan Vocational Technical Center

ADDRESS OF SCHOOL: 7701 Scott Hamilton Drive

CITY, STATE, ZIP: Little Rock, Arkansas 72209

PHONE NUMBER: 501-565-8465

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

COMPETENCIES TO BE TESTED

Ability to determine the price of the merchandise being purchased in a lesser quantity then that originally multiple-priced.

Skill in computing local, state and federal taxes which must be supplied in the sale of goods.

Skill in adding columns of figures with facility.

OBJECTIVES OF THIS EVENT

The participant will be given time to compute a problem dealing with mathematics. The participant will be given a set of problems in multiple-pricing to determine the price of a lesser quantity, add columns of figures and compute taxes on the amount of purchase.

BRIEF DESCRIPTION OF EVENT

The participant will compute the multiple-price of items at a lesser quantity, add columns of figures and compute taxes on the amount of purchase.

DB3b

Student I.D.#________________

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVENT ITSELF

Part One: Compute the following problems of multiple-pricing by placing the correct answer on the line.

1. Price: 3/17¢

   one item________

   two items________

2. Price: 6/99¢

   two items________

   five items________

3. Price: 7/$1.00

   one item________

   three items________

   four items________

4. Price: 5/69¢

   one item________

   two items________

   three items________

5. Price: 4/$1.29

   one item________

   three items________

   five items________

6. Price: 12/$1.19

   one item________

   five items________

   eight items________

7. Price: 8/$1.00

   one item________

   three items________

   six items________

8. Price: 2/59¢

   one item________

   three items________

9. Price: 5/$1.89

   one item________

   two items________

   three items________

10. Price: 12/$1.00

    three items________

    six items________

    ten items________

DB4b

Student I.D.#____________________

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

EVENT ITSELF CONT'D

Part Two: Add the following columns and figure the sales taxes and total amount on each problem.

1. 2 items @ 6/$1.00____________

3 items @ 2/49¢____________

5 items @ 12/$1.49____________

10 items @ 3/$1.00____________

Amount of Purchase____________

Tax ____________

Total amount ____________

2. 2 items @ 8/$1.00____________

4 items @ 6/99¢____________

1 item @ 3/$1.00____________

5 items @ 2/$2.99

Amount of Purchase____________

Tax ____________

Total amount ____________

3.

Cigarettes	$1.24
Meat	.78
Grocery	.81
Meat	2.07

Amount of Purchase____________

Tax ____________

Total amount ____________

4.

Wesson Oil	$1.39
Popcorn	.63
Wine	4.85
Milk	.59

Amount of Purchase____________

Tax ____________

Total amount ____________

5.

Potatoes	$1.79
Cabbage	.43
Cookies	.87
Ice Cream	1.09
Bread	.98
Candy	.57

Amount of Purchase____________

Tax ____________

Total Amount ____________

SCORE____________________

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

The participant will be tested on the following competencies: ability or skill in (1) computing multiple-priced items, adding columns of figures and computing sales tax.

1. Each participant will be given an instruction sheet and given three minutes to read if and develop his/her thoughts and ask any questions.
2. The students will be given fifteen minutes to complete the event.
3. The proctor will be given five minutes to grade each test.
4. Each answer is worth two points. There are fifty answers to be given, thus the event is worth a total of 100 points.
5. Grade the test by the key and send to tabulation center.

Facilities, Equipment and/or Materials Needed:

Pencil and scratch paper for every participant
Stopwatch for DECCA staff
Tax tables
Room needs to be large enough so that there will be no opportunity to look on other participants' tests.

Personnel Needed to Conduct Event:

One event manager
One proctor per 15-20 participants

Advance Instructions to Sent to Participants:

None

Minimum Level of Acceptable Performance for Event:

80%

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Mathematics

STUDENT INSTRUCTION SHEET

Objectives:

You will be given mathematical problems dealing with the food marketing industry. You will demonstrate skills in the following competencies: computing multiple-pricing, adding columns of figures and computing sales taxes.

Procedures:

You will be given three minutes to read the instructions and develop your thoughts.

You will be tested over the areas stated in the objectives.

You will be given fifteen minutes to take the test.

Materials Needed:

None

Addidional Comments:

Be sure to read all information and instructions before starting the event. You are to ask all questions before starting the event. All participants may not finish the event due to the time limit.

Tax Table:

0¢ to 14¢	0¢
15¢ to 44¢	1¢
45¢ to 74¢	2¢
75¢ to $1.00	3¢

DB7b

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Mathematics

EVALUATION KEY

Each answer is worth two points, and there are two sections to this event.

Part One

1. (a) 6¢
   (b) 12¢

2. (a) 34¢
   (b) 85¢

3. (a) 14¢
   (b) 42¢
   (c) 56¢

4. (a) 14¢
   (b) 28¢
   (c) 42¢

5. (a) 32¢
   (b) 96¢
   (c) $1.60

6. (a) 10¢
   (b) 50¢
   (c) 80¢

7. (a) 13¢
   (b) 39¢
   (c) 78¢

8. (a) 30¢
   (b) 89¢

9. (a) 38¢
   (b) 76¢
   (c) $1.14

10. (a) 24¢
    (b) 48¢
    (c) 80¢

Part Two

1. (a) 34¢
   (b) 74¢
   (c) 60¢
   (d) $3.34

Amount of purchase	$5.02
Tax	.15
Total purchase	$5.17

2. (a) 26¢
   (b) 68¢
   (c) 34¢
   (d) $7.50

Amount of purchase	$8.78
Tax	.27
Total purchase	$9.05

3. (a) $4.90 Amount of purchase
   (b) .15 Tax
   (c) $5.05 Total purchase

4. (a) $7.46 Amount of purchase
   (b) .23 Tax
   (c) $7.69 Total purchase

5. (a) $5.73 Amount of purchase
   (b) .17 Tax
   (c) $5.90 Total purchase

Tie Breakers:

Part One: Number 5
Number 7
Number 9
Part Two: Number 1
Number 3
Number 5

DC1

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

NAME OF WRITER: Martin Swint

COMPLETE SCHOOL NAME: Central High School

ADDRESS OF SCHOOL: 14th and Park

CITY, STATE, ZIP: Little Rock, Arkansas 72202

PHONE NUMBER: 501 - 376-4751

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

COMPETENCIES TO BE TESTED:

Attitude that advertising is a form of preselling -- a tool which catches attention, arouses interest, creates desire and induces action.

Knowledge of the prices, available sizes of merchandise being advertised in order to better promote or sell.

Attitude that advertising should be supplemented by attractive displays and an efficient sales force.

OBJECTIVES OF THIS EVENT:

The student will demonstrate ability to set up a promotional table for a new product, make a neat arrangement and also make an attractive show card. Student will also demonstrate ability to promote merchandise through customer contact.

BRIEF DESCRIPTION OF EVENT:

This event will take place in a grocery store. A promotional table will be set up at a stragetically located place, in lots of customer traffic. The student will offer a sample of the new product to passing customers and respond to their comments.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

EVENT ITSELF

A national grocery chain has introduced a new breakfast drink, DECA Dilly Juice. This new item has been advertised on national TV. The product has not been accepted as well as the company expected. Store managers have been instructed to promote this drink by direct contact with customers along with ads in local newspapers. They have been asked to set up a promotional table in a heavy traffic location in the store and give samples to the customers. The store manager has selected one of his food clerks to give away the samples. He has provided the clerk with a table, small cups, napkins, show card stock, table cloth, can opener, magic markers, and trash can. He has instructed the clerk to get the juice that he will give away from the shelf stock. He also instructed the clerk to make a show card promoting the juice to set up the table and to encourage the customers to try a sample.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

DECA STAFF INSTRUCTIONS

Administrative Suggestions

Event to take place in grocery store. Will need to set up table near heavy store traffic , with plenty of room for customers to pass by with grocery carts.

Time: 12 minutes to study instruction and set-up. 3 minutes for customer.

Judges should arrive 30 minutes before the event for instructions.

Facilities, Equipment and/or Materials Needed

Card table, small cups, napkins, table cloth, show card stock, magic markers, can opener, trash can, pencils, paper towels, ruler, tape, ample supply of cans of DECA Dilly Juice. (This can be cheap tomato juice with labels removed and new DECA Dilly Juice labels put on, or this could be cans of water.)

Personnel Needed

One customer, one judge, and one adult assistant.

Advance Directions Sent to The Participants

None

Minimum Level of Acceptance Performance for Event

Not Known

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

STUDENT INSTRUCTION SHEET

Objectives

You will demonstrate ability to set up a promotional table for a new product and make a neat arrangement and also make an attractive show card. You will also demonstrate ability to promote merchandise through customer contact.

Procedures

You are a food clerk in a national grocery chain. Your Company has just introduced a new breakfast drink, DECA Dilly Juice. This new drink has been advertised on National T.V. Sales have not gone as well as the Company expected, so the Company has decided to promote the new drink in combination with ads in local newpapers plus direct customer contact.

Your store manager has asked you to set up a table near a heavy traffic area and give away samples of the drink to customers. Your store has run an ad in the local newspaper advertising this new drink, 3 large cans (32 ozs.) for $1.00. The drink also comes in 6 oz 6-packs for individual servings and 64 oz. family size cans. Your store has an amply supply of this new drink in all size cans on aisle 4 along with the other breakfast drinks. You are to make a show card about the new drink and display it on or near your set-up. You have 12 minutes to study this sheet, make your show card and set up for customers.

You will have 3 minutes with each customer if needed.

Materials Needed

You will be furnished with small cups, can opener, napkins, table cloth, trash can, show card stock, magic markers, pencils, ruler, tape, and cans of DECA Dilly Juice.

Additional Comments

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

CUSTOMER INSTRUCTION SHEET

You are to be pushing a grocery cart by the participant's promotional set-up. When the participant asks you to try a sample of the DECA Dilly Juice, accept and drink it. Make any natural comments that you want to, then leave.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

JUDGE'S INSTRUCTION SHEET

Competencies

Attitude that advertising is a form of pre-selling - - a tool which catches attention, arouses interest, creates desire and induces action.

Knowledge of the prices, available sizes of merchandise being advertised in order to better promote or sell.

Attitude that advertising should be supplemented by attractive displays and an efficient sales force.

Objectives

The student will demonstrate the ability to set up a promotional table for a new product, make a neat arrangement and also make an attractive show card. The student will also demonstrate the ability to promote merchandise through customer contact.

Directions/Procedures/Judge's Role

You are to stand near the promotional set-up but should not interfere with traffic flow. Observe the set-up and after the customer has left complete the evaluation sheet.

Minimum Level of Acceptable Performance for Event

Not known

DC8

Student I.D. #__________

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Advertising

EVALUATION SHEET

To Judge: Circle only one number for each statement.

	Poor	Fair	Good	Excellent
Show card message	0 1 2	3 4 5	6 7 8	9 10
Show card lettering	0 1 2	3 4 5	6 7 8	9 10
Handed samples and napkins to customer	0 1 2	3 4 5	6 7 8	9 10
Neatness of set-up	0 1 2	3 4 5	6 7 8	9 10
Greeted customer	0 1 2	3 4 5	6 7 8	9 10
Asked customer to try sample	0 1 2	3 4 5	6 7 8	9 10
Told customer prices of special	0 1 2	3 4 5	6 7 8	9 10
Mentioned the special was in local newspaper	0 1 2	3 4 5	6 7 8	9 10
Told customer where product was stocked	0 1 2	3 4 5	6 7 8	9 10
Told available sizes	0 1 2	3 4 5	6 7 8	9 10

Tie breaker: Highest score for each question in this order. Question 6,9,7,8,10, 1,5,4,3,2

Total Score____________

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

NAME OF WRITER: Doyle Dillahunty

COMPLETE SCHOOL NAME: Parkview High School

ADDRESS OF SCHOOL: John Barrow Road

CITY, STATE, ZIP: Little Rock, Arkansas 72205

YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

COMPETENCIES TO BE TESTED

Knowledge of how to record and report federal and state sales taxes.

OBJECTIVES OF THIS EVENT:

The participant will demonstrate competency in computing Gross Receipts Tax by filling out the Gross Receipts Tax Form correctly and completely.

BRIEF DESCRIPTION OF EVENT:

The student will fill out a State Gross Receipts Tax Monthly Report.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operation

EVENT ITSELF

You have been left a note from your boss as follows:

> "I had to leave this afternoon to go play golf. The State Gross Receipts Tax is due today, the 20th, or I will have to pay a penalty. I have signed the form. Will you complete it and run it down to the State Revenue Office? You may take cash from register #1 to pay the amount.
>
> Excluding tax, we had Gross Receipts for the month of $12,710.48. This includes $1,826.50 of cigarettes.
>
> Forms and instructions are attached."

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operation

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

This event will take fifteen (15) minutes, and can be administered to all participants simultaneously.

a. Five (5) minutes should be allowed for orientation and study of the form and instruction sheet.

b. Ten (10) minutes should be allowed to complete the form.

Facilities, Equipment and/or Materials Needed:

Each participant should have:

a. 1 set of instructions

b. 1 Gross Receipts Tax Monthly Report (taxpayers file copy)

c. Clipboard

d. Pencils

Personnel Needed:

One (1) Event Manager

This person is responsible for all decisions on this event. He/she will supervise personnel and assemble materials for the event. He/she will see that schedules are followed, materials are where needed, and completed forms are turned into grading and tabulation center.

One (1) Assistant (Judge)

This person will greet the student, assign seats and answer any questions before the event begins. He/she will number the forms in sequential order as they are turned in because speed of completion will be used to break ties and determine the winner.

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Operations

DECA STAFF INSTRUCTIONS (continued)

Advance Directions to Send to the Participants:

None

Minimum Level of Acceptable Performance for Event

This event is either entirely correct or entirely wrong. There is, therefore, no minimal level of acceptable performance for this event.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

STUDENT INSTRUCTION SHEET

Objectives:

You will figure and fill in a State Gross Receipts Tax Monthly Report for your employer correctly and completely from the given information.

Procedures:

1. You will be given 5 minutes to read the instructions and study the tax report form.
2. You will be given 10 minutes to compute and complete the tax form.
3. Time will be used to break a tie and determine a winner.
4. Ask all questions now. Once the competition begins, no questions will be answered.
5. No calculators will be used.

Materials Needed:

Pencils, paper

Additional Comments:

None

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

JUDGE'S INSTRUCTION SHEET

Competencies

Knowledge of how to record and report federal and state sales taxes.

Objectives:

The participant will demonstrate competency in computing Gross Receipts Tax by filling out the Gross Receipts Tax Form correctly and completely.

Directions/Procedures/ Judge's Role

You will greet the students, assign seats and answer any questions before the event begins. You will number the forms in sequential order as they are turned in because speed of completion will be used to determine the winner in case of a tie.

Minimum Level of Acceptable Performance for the Event:

This event is either entirely correct or entirely wrong. There is, therefore, no minimum level of acceptable performance for this event.

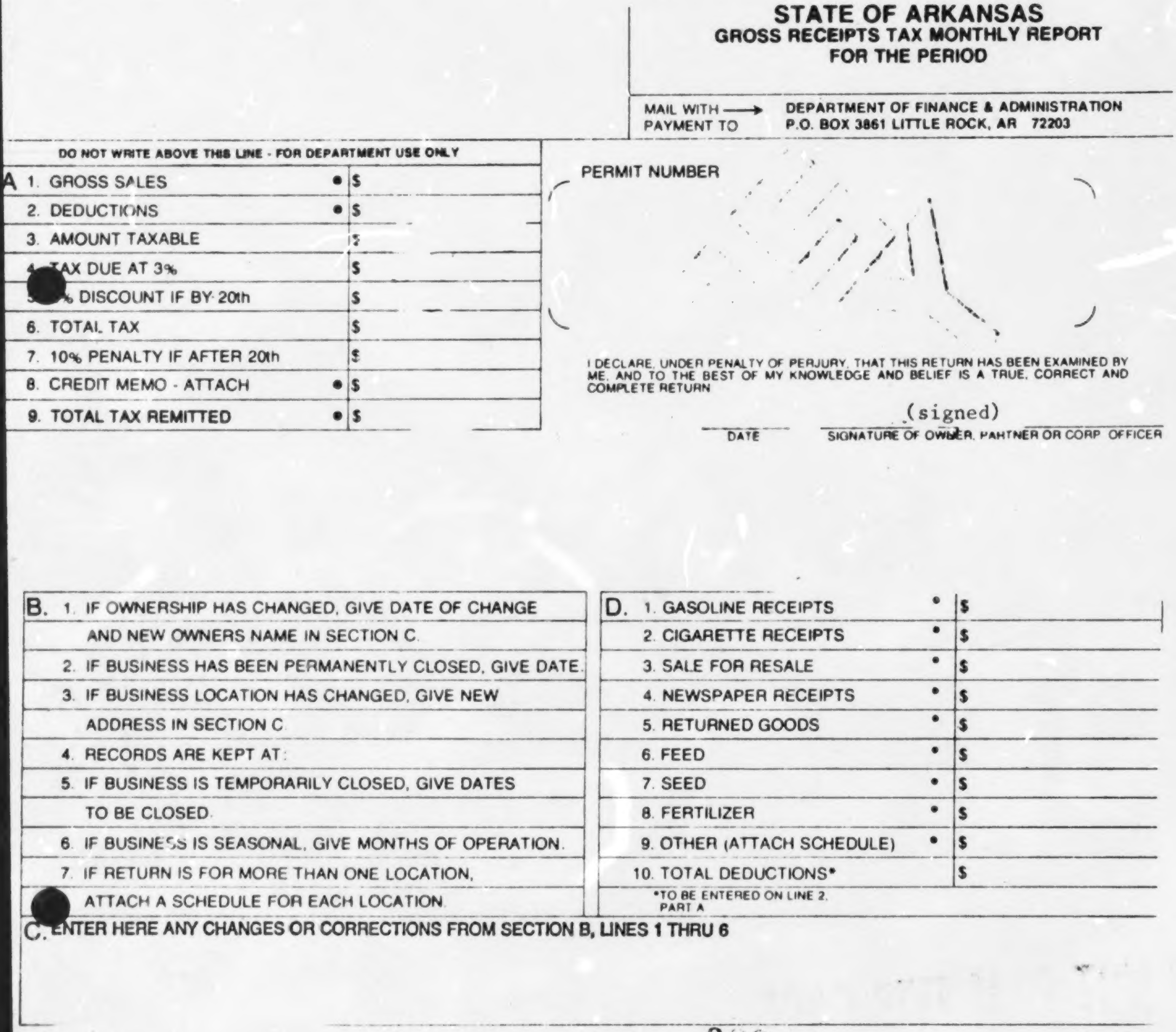
DD8

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

EVALUATION INSTRUMENT:



STATE OF ARKANSAS
GROSS RECEIPTS TAX MONTHLY REPORT
FOR THE PERIOD

MAIL WITH ⟶ PAYMENT TO: DEPARTMENT OF FINANCE & ADMINISTRATION
P.O. BOX 3861 LITTLE ROCK, AR 72203

DO NOT WRITE ABOVE THIS LINE - FOR DEPARTMENT USE ONLY

A	1. GROSS SALES ●	$
	2. DEDUCTIONS ●	$
	3. AMOUNT TAXABLE	$
	4. TAX DUE AT 3%	$
	[illegible]% DISCOUNT IF BY 20th	$
	6. TOTAL TAX	$
	7. 10% PENALTY IF AFTER 20th	$
	8. CREDIT MEMO - ATTACH ●	$
	9. TOTAL TAX REMITTED ●	$

PERMIT NUMBER

I DECLARE, UNDER PENALTY OF PERJURY, THAT THIS RETURN HAS BEEN EXAMINED BY ME, AND TO THE BEST OF MY KNOWLEDGE AND BELIEF IS A TRUE, CORRECT AND COMPLETE RETURN

DATE

(signed)
SIGNATURE OF OWNER, PARTNER OR CORP. OFFICER

B.	1. IF OWNERSHIP HAS CHANGED, GIVE DATE OF CHANGE AND NEW OWNERS NAME IN SECTION C.
	2. IF BUSINESS HAS BEEN PERMANENTLY CLOSED, GIVE DATE.
	3. IF BUSINESS LOCATION HAS CHANGED, GIVE NEW ADDRESS IN SECTION C.
	4. RECORDS ARE KEPT AT:
	5. IF BUSINESS IS TEMPORARILY CLOSED, GIVE DATES TO BE CLOSED.
	6. IF BUSINESS IS SEASONAL, GIVE MONTHS OF OPERATION.
	7. IF RETURN IS FOR MORE THAN ONE LOCATION, ATTACH A SCHEDULE FOR EACH LOCATION.

D.	1. GASOLINE RECEIPTS ●	$
	2. CIGARETTE RECEIPTS ●	$
	3. SALE FOR RESALE ●	$
	4. NEWSPAPER RECEIPTS ●	$
	5. RETURNED GOODS ●	$
	6. FEED ●	$
	7. SEED ●	$
	8. FERTILIZER ●	$
	9. OTHER (ATTACH SCHEDULE) ●	$
	10. TOTAL DEDUCTIONS*	$

*TO BE ENTERED ON LINE 2, PART A

C. ENTER HERE ANY CHANGES OR CORRECTIONS FROM SECTION B, LINES 1 THRU 6

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

INSTRUCTIONS FOR EVALUATION INSTRUMENT:

Section A

1. Gross Sales. This is the total receipts of the business for the month. If this figure includes tax collected you should divide the Gross Receipts by 103% to arrive at Gross Sales before tax.
2. Deductions. From total of Section D of reporting form.
3. Amount taxable. Subtract line 2 deductions from gross sales.
4. Multipy line 3 by .03.
5. Multipy line 4 by .02 if paid by the 15th.
6. Subtract line 5 from line 4 and enter here. You may omit step 5 by Multiplying line 4 by .98 if you pay tax by the 15th. Enter result on line 6. See example below.
7. If the report is completed so that it is more than 5 days delinquent you must add as a penalty 10% of total tax due (line 6).
8. Notice of Overpayment. If you have a notice of overpayment enter total on line 7 and attach notice to report.
9. Total tax to be remitted, which is line 6 plus line 7 (if applicable) less line 8.

Section B. Business information: If ownership of business has changed, or if business location has changed record requested information in Section C. If business has been discontinued permanently give date last operated. If business is temporarily closed give dates business will be closed. If business is operated other than on a year round basis state months operated. If you are filing a consolidated report for several locations you must attach a schedule showing the gross sales, gross tax and net tax for each location.

Section C. - Complete information in Section C for any changes in Section B - Lines 1 through 6.

Section D

1. Gasoline Sales. Deduct total receipts from sale of gasoline.
2. Cigarette Sales. Deduct total receipts from over the counter cigarette sales.
3. Sales for resale. Sales made to current holders of Retailer's Permits who will sell goods in their regular course of business. You must record the buyers Permit number in your records.
4. Newspaper receipts. Deduct receipts from newspaper sales. Magazines such as National Inquirer, Tattler etc. are not newspapers.
5. Returned goods: Deduct goods returned on which tax has already been paid. Repossessed goods are not returned goods.

6,7,8. Feed, seed, and fertilizer sales may be deducted if sales were made to persons who hold exemption permits from the State Revenue Department. You must record the exemption numbers in your office records.

9. Other deductions: Sales to the U. S. Government, tax supported hospitals, orphanges etc. are to be listed here. Attach schedule showing to whom sold and gross amount of sale.

Total lines one through nine and enter total. Transfer total to line 2 of Section A.

Example for Line 6, Section A:
Conventional Method

Line 4 - Tax Due @3%	**$110.50**
Line 5 - 2% Discount	2.21
Line 6 - Total Tax	108.29

Alternate (Short Cut)
Multiply Line 4 by .98 - Skip Line 5

Line 4 - Tax due	**$110.50**
Line 5	
Line 6 - Total Tax	108.29

General Information

You must apply for and receive a new permit when you:

1. Incorporate your business.
2. Change from individual ownership to a partnership or from partnership to individual.
3. Change any partner in an existing partnership.
4. Change the name or location of your business.

You must surrender your permit with your final report and payment when you discontinue your business.

DD10

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Operations

Evaluation Key

STATE OF ARKANSAS
GROSS RECEIPTS TAX MONTHLY REPORT
FOR THE PERIOD

MAIL WITH → PAYMENT TO DEPARTMENT OF FINANCE & ADMINISTRATION
P.O. BOX 3861 LITTLE ROCK, AR 72203

DO NOT WRITE ABOVE THIS LINE - FOR DEPARTMENT USE ONLY

A 1. GROSS SALES ●	$	12,710.48
2. DEDUCTIONS ●	$	1,826.50
3. AMOUNT TAXABLE	$	10,883.98
4. TAX DUE AT 3%	$	326.52
2% DISCOUNT IF BY 20th	$	6.53
TOTAL TAX	$	319.99
7. 10% PENALTY IF AFTER 20th	$	none
8. CREDIT MEMO - ATTACH ●	$	none
9. TOTAL TAX REMITTED ●	$	319.99

PERMIT NUMBER

I DECLARE, UNDER PENALTY OF PERJURY, THAT THIS RETURN HAS BEEN EXAMINED BY ME, AND TO THE BEST OF MY KNOWLEDGE AND BELIEF IS A TRUE, CORRECT AND COMPLETE RETURN

DATE

(signed)
SIGNATURE OF OWNER, PARTNER OR CORP. OFFICER

B. 1. IF OWNERSHIP HAS CHANGED, GIVE DATE OF CHANGE AND NEW OWNERS NAME IN SECTION C.
2. IF BUSINESS HAS BEEN PERMANENTLY CLOSED, GIVE DATE.
3. IF BUSINESS LOCATION HAS CHANGED, GIVE NEW ADDRESS IN SECTION C.
4. RECORDS ARE KEPT AT:
5. IF BUSINESS IS TEMPORARILY CLOSED, GIVE DATES TO BE CLOSED.
6. IF BUSINESS IS SEASONAL, GIVE MONTHS OF OPERATION.
7. IF RETURN IS FOR MORE THAN ONE LOCATION, ATTACH A SCHEDULE FOR EACH LOCATION.

D. 1. GASOLINE RECEIPTS ●	$	
2. CIGARETTE RECEIPTS ●	$	1,826.50
3. SALE FOR RESALE ●	$	
4. NEWSPAPER RECEIPTS ●	$	
5. RETURNED GOODS ●	$	
6. FEED ●	$	
7. SEED ●	$	
8. FERTILIZER ●	$	
9. OTHER (ATTACH SCHEDULE) ●	$	
10. TOTAL DEDUCTIONS*	$	1,826.50

*TO BE ENTERED ON LINE 2, PART A

C. ENTER HERE ANY CHANGES OR CORRECTIONS FROM SECTION B, LINES 1 THRU 6

DE1

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

NAME OF WRITER: Ann Linebarger
COMPLETE SCHOOL NAME: Central High School
ADDRESS OF SCHOOL: 14th and Park
CITY, STATE, ZIP: Little Rock, Arkansas 72202
PHONE NUMBER: 501-376-4751
YEAR DEVELOPED: 1978

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Merchandising

COMPETENCIES TO BE TESTED

Knowledge of the uses of forms and records necessary in inventory control.

Skill in using forms and records necessary in inventory control.

Ability to participate in merchandise counts for physical inventories.

Understanding that stock counts are taken for inventory-control purposes and for ordering purposes.

Knowledge of the procedures involved in a merchandise count for physical inventory.

Skill in taking accurate stock counts of merchandise for ordering inventory.

OBJECTIVES OF THIS EVENT

To evaluate the participant's knowledge and skill in using the forms and records necessary in inventory control.

To observe the participant's ability to participate in merchandise counts for physical inventories.

To measure the participant's ability to take an accurate stock count for inventory control purposes and to compute amount of stock needed to meet weekly sales based on average weekly movement.

To evaluate the participant's knowledge of the procedures involved in a merchandise count for physical inventory and for ordering.

BRIEF DESCRIPTION OF EVENT

In this event, the participant will be expected to make a physical inventory of selected merchandise and properly record it. He will also complete a merchandise order of those items needed to replenish the stock for the coming week. This order will be based on average weekly movement plus 20% since next week will be the first week of the month and a 20% increase in sales is expected over average weekly movement.

OCCUPATIONAL CATEGORY: Food Marketing

LEVEL: Master Employee

INSTRUCTIONAL AREA: Merchandising

EVENT ITSELF

It is Monday morning of the 4th week of the month. You are to begin your shift of work in fifteen minutes. You will be expected to make a physical inventory of the items listed on the inventory-order record. You will use this information to order merchandise for the 1st week of next month based on average weekly movement plus 20% (twenty percent). This 20% will allow for the expected increase in sales next week, since sales are historically higher during the 1st week of each month.

Your inventory will be recorded in single items using the color red in the upper half of the appropriate box in the column for today. Your order for next week will be recorded in pencil in the lower half of the same box in case allotments. You should order an extra case for any amount needed over one-fourth (¼) case to meet your expected sales.

You will have 30 minutes to complete your inventory and order. You should work as quickly as possible, since time will be one of the factors used to break ties. Neatness and legibility will also be a factor in breaking ties.

Three penalty points will be assigned for each 30-second interval of time used over 30 minutes.

DE4

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

DECA STAFF INSTRUCTIONS

Administrative Suggestions:

Arrangements should be made with the store manager to allow an adult assistant to remove extra cans from the shelves when necessary so that the specified number of items listed below will be on the shelves. This will assure that the answer sheet will be correct for the judge and all participants will inventory the same number of items. The items removed should be placed in a grocery cart or basket nearby so that as each student completes the assigned task, the adult assistant can recheck the stock to be sure that no cans have been removed from the basket to keep the numbers of items on the shelves consistent with the judge's sheet. After the last participant has finished, the adult assistant should restock the shelves as he found them, so as not to inconvenience the store personnel.

Facilities, Equipment and/or Materials Needed:

The canned vegetable aisle in a grocery store should be properly stocked with the varying quantities of items below:

Hunt Whole Tomatoes, 15 oz.	94 cans
Del Monte Spinach, 15 oz.	72 cans
Osage Sliced Pimentos, 2 oz.	90 cans
LeSueur Peas, 14 oz.	90 cans
Bush Shredded Kraut, 16 oz.	72 cans
Niblets Corn, 12 oz.	108 cans
Pride of Illinois Cream Style Corn, 17 oz.	108 cans
Ranch Style Beans, 15 oz.	64 cans
Bush Showboat Pork & Beans, 14½ oz.	346 cans
Del Monte Cut Green Beans, 16 oz.	144 cans

A copy of the student instruction sheet for each participant with a copy of the inventory-order record attached for the student to study. He/She will use this same copy during competition.

A copy of the event itself.

A "key" to the inventory-order record for the judge.

Red pencils or pens should be furnished for the participant to use.

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

DECA STAFF INSTRUCTIONS CONT'D

Personnel Needed to Conduct Event:

One Judge
One Timekeeper
One Adult Assistant to assure that correct quantities of merchandise are on the shelf at all times

Advance Directions to Send to Participants:

A number 2 pencil will be needed.
A clipboard will be needed.
A calculator may be used.

Minimum Level of Acceptable Performance for Event:

Not known

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

STUDENT INSTRUCTION SHEET

Objectives:

To evaluate your knowledge and skill in using the forms and records necessary in inventory control.

To observe your ability to participate in merchandise counts for physical inventories.

To measure your ability to take an accurate stock count for inventory control purposes and to compute amount of stock needed to meet expected weekly sales based on average weekly movement.

To evaluate your knowledge of the procedures involved in a merchandise count for physical inventory and for ordering.

Procedures:

You will be provided a stocked area and a sheet for recording number of items on hand and the weekly order like the form attached. You will have 15 minutes to review the written materials and 30 minutes to complete the assigned tasks.

It is Monday morning of the 4th week of the month. You will make a physical count of the specified items on hand and record this using a red pencil, in the upper half of the box under the appropriate day.

Next, you will complete an order for the 1st week of the month when sales are expected to increase 20% over the average weekly movement. There is enough backstock to cover the average weekly movement for the 4th week of this month, so you are to assume that the items on the shelf are excess stock. The shelves will be restocked by store personnel after you have completed your inventory and order today. You will order new merchandise by the case. An extra case should be ordered for any amounts needed over ¼ (one-fourth) case. Your order will be recorded in pencil in the lower half of the box under the appropriate day.

Have the timekeeper record your starting and finishing time. This is important as time will be used to break ties.

Turn in all materials to the judge when you have finished.

Materials Needed:

One #2 lead pencil
Clipboard, paper
Calculator may be used

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

JUDGE'S INSTRUCTION SHEET

Competencies:

Knowledge of the uses of forms and records necessary in inventory control.

Skill in using forms and records necessary in inventory control.

Ability to participate in merchandise counts for physical inventories.

Understanding that stock counts are taken for inventory-control purposes and for ordering purposes.

Knowledge of the procedures involved in a merchandise count for physical inventory.

Skill in taking accurate stock counts of merchandise for ordering and inventory.

Objectives:

To evaluate the participant's knowledge and skill in using the forms and records necessary in inventory control.

To observe the participant's ability to participate in merchandise counts for physical inventories.

To measure the participant's ability to take an accurate stock count for inventory control purposes and to compute amount of stock needed to meet weekly sales based on average weekly movement.

To evaluate the participant's knowledge of the procedures involved in a merchandise count for physical inventory and for ordering.

Directions/Procedures/Judge's Role:

Prior to starting the event, the inventories should be checked to assure that the correct quantity of each item is on the shelf. A timekeeper should be assigned to record the time on each participant's sheet. Please note that exact times are extremely important as time will be one factor used to break ties. Neatness and legibility will also be used as tie-breakers.

OCCUPATIONAL CATEGORY: Food Marketing
LEVEL: Master Employee
INSTRUCTIONAL AREA: Merchandising

JUDGE'S INSTRUCTION SHEET CONT'D

1. Contestants are to be given a maximum of 15 minutes to review materials and for an adult assistant to explain the location of items to be inventoried.
2. Record starting time.
3. Record finish time.
4. Check stock to make sure none has been removed.
5. Check papers and record on tally sheet.
6. Each answer is worth 5 points totaling 100 points.
7. Three penalty points should be assigned for each 30-second interval over allotted time.

DECA SUPER STORE

INVENTORY-ORDER RECORD

Student I. D. # __________
Starting Time __________
Finish Time __________

LINE NO.	DESCRIPTION	SIZE	PACK	AVERAGE WEEKLY MOVEMENT	ITM. NO.	3RD WEEK								4TH WEEK						
						S	M	T	W	TH	F	S		S	M	T	W	TH	F	S
05072	HUNT'S WHLE TOMS	15 OZ.	24	114	1															
05044	DEL MNTE SPINACH	15 OZ.	24	102	2															
04989	OSAGE SLCED PIMENTOS	2 OZ.	48	82	3															
04893	LESUEUR PEAS	17 OZ.	24	96	4															
04859	BUSH SHRD KRAUT	16 OZ.	24	31	5															
04792	NIBLETS CORN	12 OZ.	24	110	6															
04811	PRDE ILL CR STYLE YELL CORN	17 OZ.	24	122	7															
04735	RCH STYLE BEANS	15 OZ	24	67	8															
04681	BUSH SHWBT PORK & BEANS	14½ OZ.	24	320	9															
04612	DEL MNTE CUT GR BEANS	16 OZ.	24	230	10															

INVENTORY ORDER RECORD

DE9

Score __________

Student I. D. # Key
Starting Time ____
Finish Time ____

D E C A S U P E R S T O R E

INVENTORY-ORDER RECORD

LINE NO.	DESCRIPTION	SIZE	PACK	AVERAGE WEEKLY MOVEMENT	ITM. NO.	3RD WEEK								4TH WEEK						
						S	M	T	W	TH	F	S		S	M	T	W	TH	F	S
05072	HUNT'S WHLE TOMS	15 OZ.	24	114	1										94 2					
05044	DEL MNTE SPINACH	15 OZ.	24	102	2										72 2					
04989	OSAGE SLCED PIMENTOS	2 OZ.	48	82	3										100 0					
04893	LESUEUR PEAS	17 OZ.	24	96	4										[illegible] 1					
04859	BUSH SHRD KRAUT	16 OZ.	24	31	5										[illegible]					
04792	NIBLETS CORN	12 OZ.	24	110	6										[illegible] 1					
04811	PRDE ILL CR STYLE YELL CORN	17 OZ.	24	122	7										[illegible] 2					
04735	RCH STYLE BEANS	15 OZ	24	67	8										[illegible] 1					
04681	BUSH SHWBT PORK & BEANS	14½ OZ.	24	320	9										[illegible] 2					
04612	DEL MNTE CUT GR BEANS	16 OZ.	24	230	10										[illegible] 6					

each answer is worth 5 points totaling 100 points

3 penalty points for each 30-second interval over allotted time

EVALUATION SHEET -- KEY

Answers must be in the box for Monday of the 4th week. Inventory will be recorded in single items in red in the upper half of appropriate box. Next week's order will be recorded in pencil in the lower half of same box.

DE10